

Analysis of Implicatures in TikTok User Interactions: A Pragmatic Study of Comments on the Mamanya Kamari Account

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ABSTRACT

The development of technology in this digital era has made communication more complex and dynamic. This study aims to describe the types and meanings of implications in TikTok user interactions on Mamanya Kamari's account based on a pragmatic study. This study uses a qualitative descriptive method with data in the form of TikTok user comments that contain implications. The data collection technique uses observation, documentation and recording techniques, namely by capturing the screen of the words that are the source of the data, carefully recording the relevant words or sentences from the existing data source. Data analysis techniques use data collection models, data reduction, data presentation, and conclusion drawn. The results of the study showed that 20 implication data were found consisting of 10 conventional implications and 10 conversational implications. Conventional implication is characterized by the use of certain words such as *but*, *but*, *though*, and *even* those that directly contain additional meanings in speech. Meanwhile, the implications of the conversation arise based on the context of the situation, the intention of the speaker, and the mutual understanding between the speaker and the reader. The meaning of the implications found includes praise, humor, sarcasm, criticism, and emotional expression. In addition, the use of emojis in comments plays a role in strengthening meaning, expressing emotions, and helping to clarify the meaning of speech. Thus, the implications in TikTok's comments show that digital communication is not only informative, but also expressive and contextual.

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1. INTRODUCTION

The development of technology in this digital era has made communication more complex and dynamic. This is due to the influence of digital technology which has affected how humans interact and communicate (Nasrullah, 2023; We Are Social, 2025). Digital technologies such as the internet, social media, and other communication technologies have made access to information and communication

easier and allowed for quick responses, whether in the form of short messages, comments, or reactions (Tagg & Evans, 2020; DataReportal, 2025). This quick response can facilitate more dynamic conversations but can lead to miscommunication if the message is conveyed without careful consideration (Dynel, 2021). The communication that occurs in the TikTok application can be anticipated as part of interpersonal communication that affects interactions between individuals in achieving communication goals (Littlejohn & Foss, 2017). In principle, communication in the TikTok application is part of technology-based interpersonal communication, which allows individuals to interact with others more widely and faster (Nasrullah, 2023). Communication in TikTok can also affect how individuals interact with others (Al Zidjaly, 2022).

In some cases, communication within TikTok can have an impact on how individuals build and maintain interpersonal relationships. Sometimes the speaker conveys a message with other intentions or has hidden intentions in communication that occurs on social media (Yus, 2022; Dynel, 2021). Therefore, it is important for each individual to be able to interpret and understand the context of the message conveyed by the speaker. Understanding and understanding the context of what is conveyed by the speaker is an expectation to achieve the goal of communicating (Leech, 2016). Language is a tool of verbal communication between individuals in socializing activities. With language, the speaker is able to express his desires, hopes, and requests to his speaking partner. It is said that the use of language in social interaction in society is potentially influenced by social factors and cultural values of the speaking community (Yunidar, 2010). One of the branches of science that studies the use of language is pragmatics. Pragmatics is a linguistic science that is closely related to context (Yule, 2014). In other words, pragmatics is a language science that studies and studies speech between speakers and speech partners that is influenced by the context of the conversation so as not to cause misunderstandings (Levinson, 1983; Leech, 2016). An important study in pragmatics that discusses the meaning of context-based conversations is implication because implication is an important part of pragmatic studies (Grice, 1975).

Implication is defined as the implication of implicit meaning in a speech that is context-based, even if the meaning does not come from what is explicitly spoken (Grice, 1975; Mulyana, 2005). In line with that, the essence of implication is the hidden meaning of a speaker's speech. Grice stated that there are two types of implications, namely conventional *implicature* and *conversational implicature* (Grice, 1975). Implications arise based on how speakers and speech partners understand the principle of cooperation and the maxim of conversation in an interaction (Leech, 2016; Yule, 2014). The development of social media has encouraged the birth of various forms of digital communication that are rich in implicit meanings. Various studies show that social media user interaction not only serves as a means of conveying information, but also as a space to express attitudes, emotions, identities, and social views through contextual and multimodal language (Tagg & Evans, 2020; Al Zidjaly, 2022). In digital communication, users often use implications to convey criticism, sarcasm, praise, humor, or support without expressing them directly (Yus, 2022; Dynel, 2021). This phenomenon is increasingly complex due to the presence of visual elements such as emojis, stickers, and symbols that can strengthen or even change the meaning of speech (Danesi, 2020; Riordan, 2021).

A number of previous studies have examined the implications on various social media platforms such as YouTube, Instagram, Twitter, and Facebook (Azizah & Lakson, 2022; Hidayat & Rahmawati, 2023). However, research that specifically examines the implications of the comment column of TikTok accounts with high interaction rates is still relatively limited (Aznah & Aprilia, 2024). Moreover, most previous research has focused only on identifying types of implications without attributing them to the use of emojis as a supporting element of meaning. In fact, emojis are one of the main characteristics of digital communication that contributes to the formation of pragmatic meanings (Evans, 2017; Danesi, 2020).

In this study, the researcher wanted to examine the comments contained on one of the TikTok accounts, namely the account of Mamanya Kamari. Her mother Kamari or whose full name is Jennifer Coppen is known as an actress, celebrity, and content creator who is quite active on various social

media, especially TikTok. Content created by Jennifer Coppen often makes it to *the For You Page* (FYP) because of her expressive delivery style and trending topics among netizens. The interaction that occurs in the comment column of the account is also very high, allowing the emergence of various forms of implications in digital communication (Nasrullah, 2023; Yus, 2022). This study focuses on the analysis of implications in TikTok user interactions by using comments on Mamanya Kamari's account as a case study. This study aims to understand how the types and meanings conveyed by TikTok users are not always expressed directly in the comment column, but are implied through the use of language, context, situations, and typical communication styles of social media (Dyner, 2021). Through implicit analysis, this study seeks to reveal how netizens interpret messages, satirize, joke, or express opinions on the content uploaded by Mamanya Kamari.

In addition, this study also examines the use of linguistic and semiotic elements, such as the use of emojis, diction choices, and language styles used to add or change meaning in digital conversations (Danesi, 2020; Riordan, 2021). This research is expected to provide insight into the forms of implications that appear on social media and how the context of digital communication affects the interpretation of meaning by users.

2. METHODS

This research uses a qualitative approach that is descriptive. Moleong, (Yunidar & Bakari, 2023) argues that qualitative research is research that focuses on the description of words, pictures, and not numbers. Qualitative research methods are philosophically based research methods used for research in scientific conditions (experiments) that emphasize meaning. Type Qualitative descriptive method is used to decipher and analyze data based on existing facts without manipulating research variables Sugiono, (2018). In this context, researchers play the role of the main instrument that collects and interprets data. This research is focused on the forms of implication contained in TikTok user comments on Mamanya Kamari's account, with the aim of describing the forms of pragmatic interaction that emerge through written language in the comment column, both in the form of sarcasm, humor, and emotional expressions that reflect implicit meanings according to the pragmatic context of social media.

The data in this study is in the form of written data on how the form of the implication is contained in the comment column on social media platforms, especially tiktok on Mamanya Kamari's account, the source of data in this study is the interaction of TikTok users in the comment column on Mamanya Kamari's account. In this study, the researcher used observation, documentation, and recording techniques for data collection. This approach involves careful reading and an in-depth understanding of the words that are the source of the data. The researcher conducts documentation by capturing the screen of the words that are the source of the researcher's data. The researcher carefully recorded the relevant words or sentences from the existing data sources. In analyzing data, researchers use data analysis techniques according to Miles and Huberman in Hartono (2018:296-306) who state that there are four steps of the interactive process of qualitative data analysis, namely: (1) data collection, (2) data reduction, (3) data presentation, (4) conclusion/verification.

3. FINDINGS AND DISCUSSION

Based on the results of the research that has been carried out, regarding the implications in the interaction of TikTok users in the blog column of Mamanya Kamari's account with a pragmatic study, research data was obtained from 17 Tiktok videos with different content taken from content uploaded from November 18, 2025 to April 13, 2026, the results of the study show that 20 implication data were found consisting of 10 conventional implications and 10 conversational implications. Then the researchers found the use of emojis that support the implication function and also the meaning of implication.

Types of Implications in the comment column of Mamanya Kamari's TikTok account

Implications in pragmatic studies are divided into two types, namely conventional implications and conversational implications. Conventional implication is an implication whose meaning has been attached to certain linguistic elements, such as the use of conjunctions *but*, *in fact*, *even*, and *while*, so that the meaning can be understood directly without depending on the context of speech. Meanwhile, conversational implications are those whose meaning is not explicitly stated, but are understood based on the context, situation, and intent of the speaker in a conversation. The main difference between the two lies in the way they are interpreted. Conventional implications can be recognized through fixed linguistic markers, whereas conversational implications require context-based interpretation and do not have specific markers in sentence structure. Thus, conversational implications tend to depend more on the communication situation than conventional implications.

In addition, in interactions on social media such as TikTok, these two types of implications often appear simultaneously in the form of short comments that contain implicit meanings. The use of conjunctions, diction choices, and the context of the video that is the background of the comment are important factors in determining the type of implication used. Therefore, the analysis of user comments focuses not only on the form of speech, but also considers the context of the situation that surrounds it so that the meaning contained can be understood precisely.

Conventional implication data

Episode 1: "It's a bit of a cliché but it's easy to get distracted"

The word "but" indicates the contradiction between being intelligent and easily distracted.

Data 2: "From this we can learn that those who are labeled as women are not good but she deserves to be a great mother while those who are labeled as good women do not deserve to be mothers and even choose wealth from her 3 children"

Data contains conventional implications because of the use of the words "but" and "even" which indicate contradiction as well as emphasis on meaning.

Data 3 : "Mamari even though it's a bit tedious in my opinion"

The word "though" shows the meaning of the contrast between physical condition and beauty judgment.

Data 4 : "Honestly yesterday I wasn't really interested in seeing Mayii but now I'm back to gemesiinnn, the difference is that the babysitter really affects I'm sorry please don't blaspheme me"

The word "but" signifies a change or conflict between the past and the present state.

Data 5 : "He's an artist but he's an ordinary human being, especially his patience is as thin as tissue. he just balances the words of netizens".

The word "but" shows the contradiction between the status of the artist and the nature of the ordinary person

Question 6: "Why is it that the Democrats are going to have to go back to the drawing board?"

The word "though" (pdhl) indicates a contradiction between the previous statement and the current condition

Data 7 : "talking gemess even though he is more gemes"

Just like the 7 word "though" data shows a contrasting comparison

Data 8: "Babies who grow up with many languages, but do not have speech delays. MashaAllah Kamari"

The word but "but" signifies a conflict between many languages and a possible delay in speech.

Data 9 : "mamari gk tell the story but be silent"help a lot of org, healthy always mamari"
The word "but" shows the contrast between not telling a story and Helping action.

Data 10: "Mayi udh smart, even expressive bgt wktu when talked."
The word "even" serves as a marker, addition and affirmation of meaning

Conversational Implications Data

Episode 11 : "The more I think about it, the more I think about it, the more I think about it."
The above data contains conversational implications because the speaker does not really want to "move nature", but rather insinuates himself that he or she looks less good than others when exposed to light.

Data 12 : "I like bgt klo jenn wearing a closed shirt over her like this .looks elegant bgt than the open one..."
The above data contains conversational impunity because it indirectly states that an open appearance is considered less elegant than a closed one.

Data 13: "It is said that girls are also people who still believe"
The speech has conversational implications because it implies that the person looks very young, even though he is no longer a girl.

Episode 14: "This Is A Strawberry Face"
The word "strawberry" does not mean literally, but rather implies a red, funny, and adorable face

Data 15 : "The baby I raised with a quota of dh"
In the data above, the speaker does not really raise the baby, but insinuates that he often sees the baby's development through social media.

Episode 16: "No Medicine"
It does not mean literally about medicine, but rather states that something (cuteness/beauty) is already very extraordinary.

Episode 17: "A Picture of a Baby in the Dark"
The data above implies that the baby is very aesthetically pleasing and meets the visual standards that you want to be like on Pinterest.

Data 18: "The bust is ironed the face this time, right? "It's a beautiful place."
Like data 16 does not mean literally, but rather hyperbole to praise a very neat and beautiful face.

Data 19 : "LUCKY MBA JEN WAS BORN SO I DON'T KNOW HOW TO COOK ALONE"
Indirectly stating that the person is also not good at cooking, so he feels not alone.

Data 20: "it turns out that rich people can also eat tempeh"
The above data contains conversational implications because it insinuates that rich people don't usually eat simple foods like tempeh.

Discussion

In this part of the discussion, we will discuss the implications in TikTok user interaction in the blog column of Mamanya Kamari's account. The discussion was carried out by describing the interaction data determined based on the type of Implication, namely Conventional Implication, Conversational Implication and the use of emojis in comments and revealing the meaning contained in them, both satirical and praiseworthy, humorous, critical, and other emotional expressions. Each interaction is analyzed based on the context of the speech behind it.

Types and meanings of Implications in the TikTok comment column

In this section, the types and meanings of implications in social media comments, especially TikTok, show the existence of hidden messages that are not conveyed directly by the speaker. In this context, comments written by users often contain meanings that must be understood through the context of the relationship situation between the speaker and the speaking partner, as well as the use of supporting elements such as emojis. In this study, it was found that the meaning of the implications that appear in the comments on Mamanya Kami's account on TikTok are very diverse, ranging from the meaning of praise, sarcasm, humor, to emotional expression.

Conventional Implications

Episode 1: "It's a bit of a cliché but it's easy to get distracted"

In data 1 written by the @itsybitsyou account, the comment contains conventional implications due to the use of the conjunction "but" which directly indicates the existence of a contradiction of meaning in one speech. The word "but" includes a contradictory (adversative) conjunction that serves to connect two opposing information, namely the assumption that you are smart with easily distracted conditions. Explicitly, the speaker said that Kamari was very smart. However, with the presence of the word "but", the speaker adds the opposite information, which is easily distracted. The word "but" conventionally already has an implicit meaning, which is to contrast two different things.

The meaning of the implication is in the form of praise accompanied by humor. The speaker indirectly states that Kamari is a smart child, but still has a distractable nature that is considered natural and adorable for a child of his age. The use of the word "but easy to distract" is not intended to be seriously criticized, but as a form of light joke that reinforces the sense of humor. This is clarified by the expression "hahaha funny bgt" and the use of emojis (faces crying with tears) which in this context show an expression of excitement and excessive laughter, not sadness. Thus, the implication of the speech is that the speaker feels admiration and affection for Kamari, so that the shortcomings mentioned are actually seen as funny and entertaining.

Data 2: "Babies who grow up with many languages, but do not *have speech delays*. "Come on, Shawn"

In data 8 written by @(Victory Hand emoji) the speech includes conventional implications. This is characterized by the use of the conjunction word "but" which includes an adversarial conjunction, which is a conjunction that functions to express the contrasting or contradictory relationship between two pieces of information in one speech. In the section "babies who grow up with many languages", the speaker gives an overview of the condition of children who have the potential to experience language confusion or speech delays based on common assumptions. However, through the use of the word "but" in speech "but not speech delay", the speaker conveys the opposite condition of this assumption, namely that kamari does not experience speech delay. Thus, the word "but" becomes a marker of conventional implication because it directly hints at the existence of an additional meaning in the form of a contradiction between general expectations and the reality that occurs.

The implicit meaning is in the form of praise accompanied by admiration. The speaker indirectly conveyed that Kamari has good language development despite growing up in an environment with many languages, which in general is often associated with speech delay. The use of the word "but" indicates a contradiction between the general assumption and the reality that occurs. The speaker wanted to emphasize that Kami's condition was the opposite of these concerns, so this was considered special. The phrase "MashaAllah" strengthens the meaning of praise while showing amazement and gratitude for the development it has. Meanwhile, the use of emojis (begging faces/teary eyes) expresses feelings of emotion, pride, and adorability. The emoji serves to reinforce the implications of the admiration conveyed by the speaker. Thus, the implication of the speech is that the speaker is amazed and praises Kami's development which is considered good and unusual, and affirms that this condition is something that should be appreciated.

Data 3 : "talking gemess even though he is more gemes"

Then the data 3 written by the @Rara Tukuran includes conventional implications. This is characterized by the use of the word "padahal" which includes a contradictory (adversative) conjunction, which is a connecting word that functions to state the relationship of contrast or contradiction between two expressions "talking adorable" shows that someone calls something else as something adorable, while the expression "even though he is more adorable" the speaker actually considers the person more adorable than the thing being talked about. The use of the word "though" is a marker of conventional implication because it directly hints at the existence of an additional meaning in the form of a contrast between the initial statement and reality according to the speaker. Thus, the implication in the speech shows a form of praise that is delivered indirectly, where the speaker intends to reveal that the person who speaks is actually more adorable than the previous object.

The implicit meaning is in the form of praise delivered through humor. The speaker indirectly stated that the person being talked about (Mamari) looked more adorable compared to what he said. The use of the word "though" indicates that there is a contradiction between what is said and the reality that the speaker sees. This implies that even though Mamari says something is adorable, it is herself who is considered more adorable by the speaker. Emojis (laughing faces with tears) in this context indicate that the speech is joking or not serious. The emoji serves to strengthen the nuances of humor so that the compliments delivered feel more relaxed and not excessive. Thus, the implication of the speech is that the speaker wants to praise in a light and humorous way, thus creating a familiar and informal impression in communication.

Implications of the Conversation

Data 4 : "The baby I raised with a quota dh"

Furthermore, the speech written by the @chocoA includes the implication of the conversation. This is because its implied meaning is not marked by a specific conjunctive word (such as "but", "whereas", or "even"), but is understood through the context of language use on social media. Literally, this sentence means "raising a baby with a quota (internet)", which is logically impossible in real life. Therefore, the reader must interpret the true meaning through context, so that the implications of the conversation are formed.

The implicit meaning is in the form of an expression of emotional closeness that is conveyed hyperbolically (excessively) and humorously. The speaker indirectly stated that he felt very close to Kamari, as if he was raising her, even though the relationship was only through interaction on social media. The phrase "I grew up with quota" is not meant literally, but as a form of metaphor that shows that the speaker often watches or follows Kami's developments through the internet to create a sense of emotional closeness. The use of the word "dh gedee" reinforces the impression that the speaker has been following the development for quite some time. Meanwhile, emojis (pleading faces/teary eyes) and (pink hearts) express affection, emotion, and adorability. The emoji serves to reinforce the implication of emotional closeness and affection felt by the speaker. Thus, the implication of the speech is that the speaker feels a strong emotional bond with Kamari even though it is only through social media, which is expressed in a relaxed and heartfelt way.

Episode 5: "No Medicine"

Furthermore, the 5 data written by the speech @1401blu included the implications of the conversation. This is because the meaning in question is not marked by a special conjunction, but is understood through the context of the situation and the emotional expression of the speaker. Literally, the phrase "there is no cure" means that there is nothing that can cure. However, in the context of social media comments, this expression is used non-literally, so it requires interpretation. Thus, the meaning of the implication arises from a common understanding in the context of TikTok slang/commentary.

The implicit meaning is in the form of praise that is conveyed in an expressive and hyperbolic manner. The speaker indirectly states that the figure in question has a very strong or very admirable appeal. The phrase "there is no cure" is not meant literally, but rather as a form of hyperbole that indicates that something is already very perfect or incomparable. Meanwhile, the word "ouch" reinforces the impression of spontaneity and admiration from the speaker. The use of emojis (smiling faces with hearts) expresses likes, admiration, and interest. The emoji serves to reinforce the implication of the compliment so that speech feels more emotional and expressive. Thus, the implication of the speech is that the speaker feels very amazed and fascinated by the figure being talked about, which is considered to have great appeal.

Data 6: "it turns out that rich people can also eat tempeh"

Data 6 written by the speech @Menungso included the implication of the conversation. This is because its implied meaning is not marked by special conjunctions such as "but", "whereas", or "even", but is understood through the social context and reasoning of the reader. Literally, this sentence only states that rich people also eat tempeh. However, in a social context, the statement contains the general assumption that foods such as tempeh are often associated with certain circles. Therefore, the true meaning arises from the violation or play of the assumption, thus forming the implication of the conversation.

The implicit meaning is in the form of sarcasm conveyed through humor. The speaker indirectly conveyed that there is an assumption or stereotype in society that rich people usually do not eat simple foods such as tempeh. Through the use of the word "apparently", the speaker implies a surprise or something that is not in accordance with general expectations. However, this speech is not intended seriously, but rather as a form of joke that subtly offends social stereotypes. The use of emojis (smiling faces with sweat) shows that the speech is casual and does not mean to offend directly. This emoji serves to soften the sarcasm as well as indicate the presence of an element of humor in the comment. Thus, the implication of the speech is that the speaker wants to satirize stereotypes about the lifestyle of the wealthy in a lighthearted and non-confrontational way, so that it still feels relaxed in the context of communication on social media.

Use of other emojis that support the Implication function

The use of emojis in comments on social media, especially TikTok, has an important role in strengthening the meaning of the implications conveyed by the speaker. Emojis serve not only as visual complements, but also as markers of hidden emotions, attitudes, and intentions that are not always expressed explicitly through words. In this study, it was found that emojis are used to support various implicit functions, such as refining speech, emphasizing meaning, showing emotional expression, and reinforcing nuances of humor or sarcasm.

Episode 1: "It's a bit of a cliché but it's easy to get distracted"

The above data uses emojis (crying faces with tears) usually used to express sadness. However, in the context of communication on social media, these emojis often undergo a shift in meaning and are used to express excessive laughter, fondness, or admiration. In the context of the sentence, the emoji (a face crying with tears) shows that the sender feels very adorable and entertained by Kami's behavior which is considered smart but easily distracted. In addition, the use of the word "hahaha" also reinforces that the situation is seen as something funny. Thus, the emoji (crying face with tears) in this data does not literally mean sad, but rather hints at an exaggerated expression of emotion in the form of excitement and laughter. The emoji serves to reinforce the implication that the speaker feels very entertained and likes Kamari's behavior. The use of these emojis also shows that the speaker conveys judgment in a casual and not serious manner, thus creating an atmosphere of familiar and expressive communication.

Data 2 : "talking gemess even though he is more gemes"

The above data uses emojis (laughing faces with tears) are usually used to express a strong laugh or something very funny. In the context of the sentence, the emoji (laughing faces with tears) indicates that the speech is delivered in a joking tone and full of humor. This emoji reinforces the implication that the speaker feels excited and entertained by the situation being conveyed. In addition, emojis (laughing faces with tears) also serve to, affirming that the speech is not serious and avoiding misunderstandings so as not to be considered a negative satirism. Thus, this emoji acts as a marker of humor as well as an affirmation of positive emotions in communication.

Data 3 : "mayi udh smart, even expressive bgt wktu when talked"

In this data, the use of emojis (smiling faces with hearts) is usually used to express affection, love, or warm admiration. In the context of the sentence, the emoji (a smiling face with a heart) indicates that the speaker is not only giving judgment, but also conveying feelings of affection and admiration emotionally. This emoji has the function of affirming positive emotions (affection and admiration), reinforcing the meaning of praise contained in speech, creating a warm and intimate communication atmosphere. Thus, emojis (smiling faces with hearts) support the implication by intensifying the expression of affection in digital communication.

Data 4 : "The baby I raised with a quota dh"

This data uses two emojis, namely emoji (begging face/teary eyes) this emoji has been discussed in data 6 and emoji (pink heart) This emoji symbolizes affection, love, and love. Its use strengthens that the speech contains positive emotions in the form of love or interest. Overall, these two emojis serve to affirm affective emotions (saying and emotion), reinforce the implicit meaning of emotional closeness, and create a warm and intimate communication atmosphere.

Data 5: "it turns out that rich people can also eat tempeh"

In this data, the use of emojis (smiling faces with sweat) is usually used to express feelings of awkwardness, embarrassment, or a somewhat *awkward* but still relaxed situation. In the context of the sentence, emojis (smiling faces with sweat) serve to smooth out the sarcasm so that it does not seem offensive, indicating that the speech is delivered in a joking tone, reducing the impression of seriousness or negativity. Thus, emojis (smiling faces with sweat) support the implication by easing the meaning of sarcasm and keeping the communication atmosphere relaxed.

4. CONCLUSION

Based on the results of the analysis of comments in TikTok user interactions on Mamanya Kamari's account with a pragmatic study, it can be concluded that the communication that occurs on social media contains various forms of implication used by users in conveying their intentions indirectly. The results of the study showed that 20 implication data were found consisting of 10 conventional implication data and 10 conversational implication data. Conventional implication is characterized by the use of certain words such as but, but, though, and even those that directly contain additional meanings in speech. Meanwhile, the implications of the conversation emerge based on the context of the situation, the intention of the speaker, and the mutual understanding between the speaker and the reader in the interaction on social media.

In addition to the type, the implications in TikTok comments on Mamanya Kamari's account also have various meanings, such as praise, humor, sarcasm, criticism, and emotional expressions. These meanings are not conveyed explicitly, but are understood through context, word choice, and the use of distinctive language styles in digital communication. The use of emojis in comments also has an important role in supporting implications. Emojis function to reinforce meaning, express emotions, smooth speech, and help avoid misunderstandings in communication. This shows that communication on social media does not only rely on text, but is also supported by visual symbols. Thus, the

implications in TikTok comments reflect a form of communication that is not only informative, but also expressive and contextual. Speakers not only convey their intentions directly, but also use various language strategies to express attitudes, feelings, and judgments about a phenomenon in daily life.

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