

# The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

**Ryan Jimenez**

Mindanao State University-Iligan Institute of Technology Iligan City, Lanao Del Norte, 9200, English Department

---

**ABSTRACT:** This study examines the linguistic features in reader comments on Wattpad romance stories that construct the emotion of kilig. It focuses on two main questions: (1) What linguistic features (phonology, morphology, semantics) express kilig in comments, and how do they shape readers' emotional experiences? (2) How is kilig portrayed as a Filipino emotion, and how does it influence readers' emotional engagement? Using purposive sampling and textual analysis, the study investigates three completed Wattpad romance stories, emphasizing reader comments. Results show that phonological features like onomatopoeia and sound exaggeration, morphological elements like codeswitching and slang, and semantic features such as hyperbole and indirect attraction contribute to kilig. Emojis (🌈, 🦋, ❤️) enhance emotional expression. Kilig as a cultural expression plays a key role in shaping readers' emotional involvement by incorporating Filipino language, cultural nuances, and semiotic elements. This creates a sense of familiarity and emotional resonance, making kilig moments impactful. These linguistic and semiotic features reflect Filipino cultural ways of expressing emotions, with kilig's unique blend of excitement, joy, and playfulness captured through exaggeration, codeswitching, and local slang. Emojis, a part of digital communication, further connect with contemporary Filipino culture.

**KEYWORDS:** Wattpad, Romance Stories, Kilig, semiotics, emojis

---

## 1. INTRODUCTION

One of the most peculiarly Filipino emotional experiences is to feel "kilig," or romantic thrills and delight. This emotion is culturally embedded and finds expression in language, behavior, or online interactions, especially while telling a digital story. Wattpad is a very fertile ground for literary studies as it promotes a participatory digital reading culture where the real-time comments of readers particularly in its significant Filipino audience contribute to the creation of a narrative and construction of cultural expressions such as kilig for romance stories. Kilig moments comments by readers transform language into a shared cultural expression, by delivering the mutual engagement that deepens emotional connections within the community of the story (Yuvillos, 2022). Study on how kilig is expressed linguistically and behaviorally in Wattpad would fill the gap in the study of emotions, especially across cultures, since emotional constructs, such as kilig, do expose the way emotions are uniquely experienced and communicated.

As Kövecses (2023) shared, the analysis of metaphorical creativity in discourse through culturally specific emotions like kilig on platforms, such as Wattpad, reflects how metaphor is generating new, cross-culturally unique ways of talking about emotions while simultaneously filling a gap in emotion research, where the bulk of traditional research has focused on universal emotions.

This research analyzes phonological, morphological, and semantic-pragmatic aspects to reveal how certain language features in romance stories on Wattpad lead to kilig and create an emotional tie between the narrative and the reader. The paper continues to probe into the manner in which language comes into play as a tool for cultural expression, where observations are made with regards to how kilig is enacted, distributed, and reified in the actions and reactions of readers to certain features of stories. It can contribute to linguistic and cross-cultural studies of emotions in the sense of discussing kilig as a culturally inscribed emotion portrayed via language and digital expression, thus adding further perspective onto how culturally unique emotions are constructed in digital environments and shedding light on the ways in which language determines emotive behavior and engagement.

### 1.2 Statement of the Problems

The aim of this study is to identify and analyze in-line comments of the Wattpad Romance Stories. Specifically, it answers the following questions:

1. What linguistic and semiotic features were employed in Wattpad romance stories to construct the emotion of kilig in reader in-line comments, and how do these features contribute to the emotional experience of the story?
2. How is the concept of kilig constructed as a uniquely Filipino emotion within the language of Wattpad romance stories, and what role does this cultural expression play in shaping readers' emotional engagement with the narrative?

# The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

## 1.3 Theoretical Framework

The construction of "kilig" in Wattpad romance stories through readers' in-line comments can be analyzed using **Conceptual Metaphor Theory (CMT)** and **Cultural Schema Theory (CST)**.

**CMT**, as proposed by George Lakoff (1980), emphasizes how metaphors are essential in shaping human thought, allowing abstract emotions to be expressed through concrete imagery. In the context of Wattpad comments, readers often use metaphorical language to describe their emotional responses, such as "butterflies in the stomach" or "a spark in my heart." These metaphors illustrate how language encodes and conveys the emotional experience of "kilig," demonstrating how linguistic and semiotic features reflect readers' romantic feelings.

On the other hand, **CST**, developed by Farzad Sharifian (2003), highlights the role of shared cultural knowledge and experiences in shaping emotional expressions and interpretations. "Kilig" is a culturally specific emotion deeply rooted in Filipino romantic ideals and societal norms. In readers' comments, cultural expressions—such as references to courtship practices, romantic tropes, or culturally resonant scenarios—emerge as reflections of shared cultural schemas. These schemas provide a framework through which individuals collectively understand and articulate their emotional experiences in relation to the stories.

Together, CMT and CST complement each other in explaining the construction of "kilig." CMT provides insight into the metaphorical language used to articulate emotions, while CST situates these expressions within a broader cultural context. Through the interplay of linguistic features and cultural expressions, recurring themes and patterns in readers' comments are identified, revealing how language and culture coalesce to construct the emotional resonance of "kilig." This dual perspective allows for a deeper understanding of how readers engage with and emotionally respond to Wattpad romance stories.

## 1.4 Schematic Diagram of the Theoretical Framework

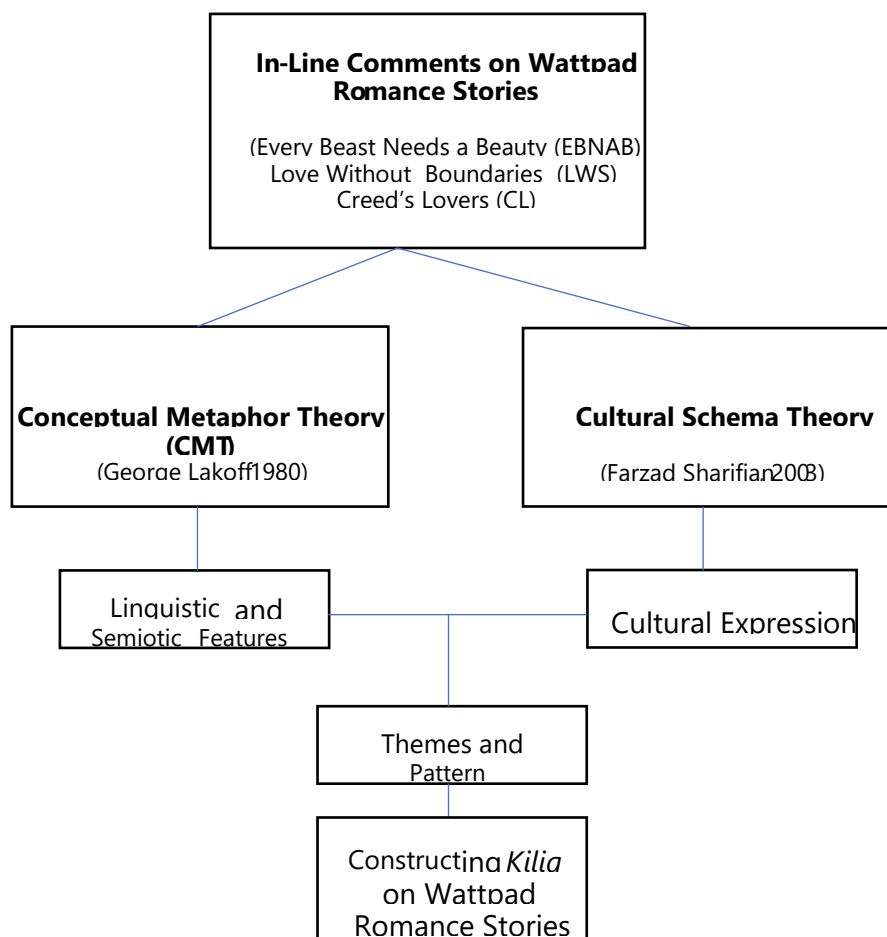


Figure 1.0 Interplay of Key Terms

## 1.5 Literature Review

Wattpad, founded in 2006 through the collaboration of Allen Lau and Ivan Yuen, is a Torontobased company that has grown into a leading platform for original fiction. Its development underscores the vision of its creators to provide a digital space for storytelling and community engagement, which has since become a global hub for writers and readers (Creative, 2012).

In Philippine culture, the term kilig encapsulates a unique emotional experience associated with romantic excitement. Commonly used in Tagalog, kilig describes the sensation of exhilaration or "butterflies in the stomach" that arises in moments of

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

romantic connection. This term is deeply embedded in Filipino expressions of affection, often referring to the flushed, giddy feelings elicited by a specific person or circumstance. As Pulma (2012) elaborates, kilig represents a nuanced emotional state that captures the essence of romantic thrill and anticipation.

The inclusion of kilig in the Oxford English Dictionary (OED) in 2016 highlights the global recognition of Filipino expressions and their cultural significance. Defined as a feeling of exhilaration or excitement often associated with romantic experiences, kilig reflects a nuanced emotional state deeply embedded in Filipino culture. Its acceptance into the OED underscores the increasing global visibility of Filipino identity through language and the role of linguistic borrowing in expanding the lexicon of English. The recognition of kilig not only validates its cultural resonance but also demonstrates how local vernaculars contribute to the dynamism and adaptability of global English. (Rappler, 2016).

Readers are drawn to Wattpad for various reasons, including enjoyment, inspiration, and emotional appeal (Nidar & Monteza, 2024). The platform has transformed reading into a democratic, interactive experience, allowing readers to connect with writers and even become authors themselves (Tazijan et al., 2022).

### 2. METHODOLOGY

The primary aim of this paper was to identify and analyze the language of kilig constructing kilig on Wattpad Romance Stories. Hence, this paper employed a qualitative design in examining its data through purposive sampling technique. A textual analysis was also adopted to help the researcher define the words as they are used in the context of the corpus. The genre of the narrative is contemporary romance and the corpus is collected in the

The stories were completed and purposively chosen to capture the intent of the activity. There were three (3) Wattpad Romance Stories and their authors, number of read, and number of chapters.

Wattpad Romance Stories	Author	Number of Reads	Number of Chapters
Every Beast Needs a Beauty (EBNAB)	Jonaxx	152 Million	64
Love Without Boundaries (LWS)	Maxinejiji	40.6 Million	69
Creed's Lovers (CL)	Cecelib	26.5 Million	34

Each corpus is analyzed based on the in-comments containing reactions where the researcher observes the emotive responses according to phonology, morphology, semantic-pragmatics, and emoticons. The researcher randomly chose minimum of five reactions to maximum of 10 reactions. All chapters from the three Romance stories were employed within the 2024. For the research question one, the data for phonological, morphological, and semiotic features are identified through Control F shortcut where it highlights all commonalities and the top four highest of the results will be part of the analysis and interpretations. The research question two will be thematic analysis categorizing the roles of cultural expressions that construct kilig as the language of emotions uniquely Filipino using synthesis and analysis.

### 3. RESULTS AND DISCUSSIONS

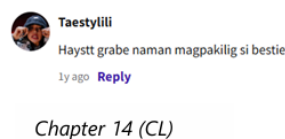
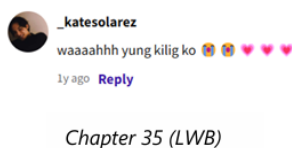
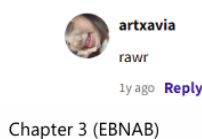
This section presents the results of identifying and analyzing the linguistic features and semiotics based on the phonology and morphology, and emoticons, are employed in the language of emotions to construct kilig and the concept of kilig as a uniquely Filipino emotion within the language of Wattpad romance stories and the roles of cultural expressions in shaping reader's emotional engagement.

#### 3.1 Features

##### 3.1.1 Linguistic Features

##### 3.1.1.1 Phonological Features

3.1.1.2 **Onomatopoeia.** This refers to imitation of sounds or actions, such as sounds of excitement, joy, shock, or intensity, often mimicking emotional or vocal outbursts.



The use of **phonological features**, particularly onomatopoeia, in readers' in-line comments on Wattpad, demonstrates the creative ways language is employed to express emotions such as kilig. These sound-imitative expressions, such as rawr, waaaahhh, and Haystt, serve as direct conduits for emotional reactions. For instance, rawr, mimicking a lion's roar, conveys excitement or playful intensity, while waaaahhh mirrors an outburst of exhilaration or overwhelm, encapsulating the thrill of kilig. Meanwhile, Haystt

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

imitates a sigh, reflecting a mix of admiration, longing, or frustration in response to romantic scenes. These linguistic expressions prioritize unfiltered emotionality over formal linguistic structures, making them potent tools for communicating visceral reactions.

This phonological play not only reflects readers' emotions but also reinforces a sense of community identity on Wattpad. The informal and playful tone of these comments resonates particularly with younger audiences, creating a shared culture where readers actively participate in the storytelling experience. By adopting these sound-based expressions, readers align themselves with the interactive and dynamic reading culture on the platform. These onomatopoeic expressions mimic vocal intonations and gestures, giving the written comments a speech-like quality. As a result, readers' interactions feel as vibrant as spoken conversations, enhancing the multimodal experience of reading and engaging with Wattpad stories.

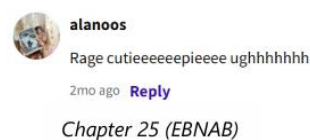
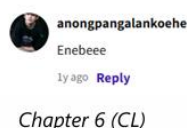
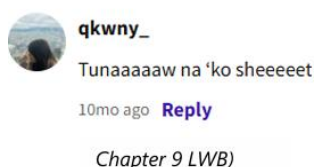
The use of onomatopoeia also amplifies emotions, intensifying the sense of kilig for both readers and authors. For readers, such expressions foster community bonding as they share and validate their experiences through similar emotional reactions. For authors, these comments provide real-time feedback, affirming the effectiveness of their storytelling techniques in eliciting the desired romantic excitement. This feedback loop strengthens the connection between readers and authors, enriching the interactive aspect of Wattpad as a participatory platform.

The prevalence of onomatopoeic expressions in constructing kilig highlights the evolving nature of linguistic practices in digital spaces. These expressions allow readers to communicate emotions quickly and impactfully, reflecting the emergence of affective linguistic norms in online interactions. Moreover, they are culturally embedded, showcasing Filipino cultural values where kilig is celebrated as a unique romantic and emotional concept. This linguistic creativity emphasizes the power of participatory platforms like Wattpad in fostering emotional connections and evolving new forms of cultural and linguistic expression.

Virtual reality environments, strategic use of onomatopoeia can enhance user attention, object affordance, and overall immersion (Oh & Kim, 2019). Interestingly, onomatopoeic expressions for pain can differ across cultures, with some languages having more nuanced descriptors (Schlegel et al., 2021).

In conclusion, onomatopoeia in readers' comments plays a significant role in creating and amplifying kilig in Wattpad romance stories. These expressions enable readers to connect emotionally, form communities, and interact dynamically with authors. This phenomenon highlights the dynamic evolution of language in digital spaces, where phonological creativity fosters shared experiences and cultural expression, making storytelling an interactive and communal process.

**3.1.1.3 Exaggerated Lengthening of Sounds.** Words with stretched vowels or consonants convey heightened emotion, exaggeration, emphasis on particular words, or dramatic expression of feelings. This style is used to emphasize excitement, admiration, or playful irritation.



The linguistic feature of exaggerated lengthening of sounds, as observed in phonological aspects of Wattpad readers' in-line comments, reveals a nuanced way of expressing heightened emotions. Words with stretched vowels or consonants function as markers of emotional intensity, exaggeration, or emphasis, encapsulating excitement, admiration, or playful irritation. This linguistic phenomenon underscores the dynamic interaction between readers and text, particularly in a medium like Wattpad, where engagement is both immediate and expressive.

For instance, the comment Tunaaaaaw na 'ko sheeeet! demonstrates the elongation of the final syllable in tunaaw and the monosyllable sheeet. The stretched sounds mimic the speaker's dramatic emotional state, emphasizing the overwhelming feeling of "melting" due to the romantic or kilig moment depicted in the story. This creative manipulation of phonology aligns with the communicative intent to dramatize the intensity of the experience, allowing readers to vividly share their reactions.

Similarly, Enebeee (Ano ba) exhibits lengthening of the last syllable -bee, transforming a simple question or expression of disbelief into a playful and exaggerated reaction. The phonological stretch adds a layer of humor or frustration, conveying a more casual, relatable tone. This linguistic choice reflects the participatory and informal nature of the digital community, where such modifications enhance the relatability of the emotional response.

Lastly, Rage cutieeeeeepieeee ughhhhhhh further exemplifies the use of phonological elongation to emphasize admiration and a playful, dramatic tone. The lengthened vowels in cutieeeeeepieeee amplify the adoration expressed, while the stretched ughhhhhhh conveys an exaggerated mix of frustration or emotional overload, adding depth to the commentary.

These examples suggest that phonological manipulation in online comments functions as a stylistic tool to construct and communicate kilig. Readers creatively employ this feature to articulate their emotional involvement, blending playful exaggeration with linguistic innovation. This not only reflects individual reader reactions but also contributes to a collective experience of emotional resonance within the Wattpad community.

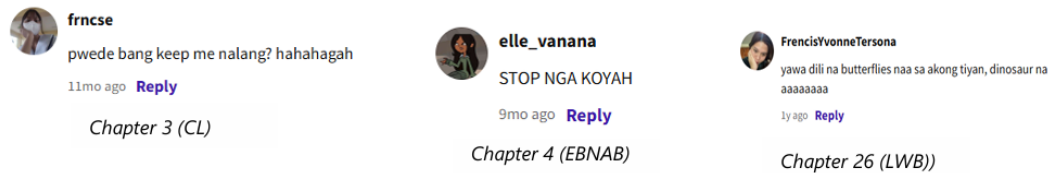
## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

Studies have shown that readers tend to exaggerate messages when interpreting text (Wales et al., 1963), which may be exacerbated in the digital age. Wolf (2018) argues that digital reading habits promote superficial skimming and rapid processing, potentially impacting attention, memory, and analytical thinking.

By dramatizing their responses through phonological lengthening, readers reinforce the shared excitement and create a collaborative atmosphere that enhances the enjoyment of the romance narrative.

### 3.1.2 Morphological Features

#### 3.1.2.1 Code-Switching and Local Slang



**Code-switching**, such as in the phrases *pwede bang keep me nalang?* *Hahahagah* and *STOP NGA KOYAH*, reflects readers' ability to navigate between English and Filipino languages. This blending serves as a conversational strategy to emphasize humor, relatability, and the informal tone of their reactions. For instance, the switch between English and Filipino creates an intimate connection between the readers and the story, as it mirrors the way many Filipinos naturally communicate in everyday life.

The linguistic implication of this code-switching is significant: it reinforces the conversational nature of online platforms like Wattpad, allowing readers to express emotions more vividly. This style also bridges cultural nuances, with "koyah" (a playful variation of "kuya") adding a layer of familiarity and affection that enhances the emotional resonance of the comment.

Code-switching serves multiple functions, including quotation, addressee specification, emotion indication, clarification, and emphasis (Khoumssi, 2020).

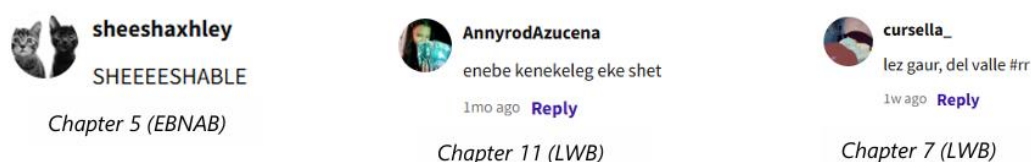
The presence of **local Cebuano slang** in comments, such as *yawa dili na butterflies naa sa akong tiyan, dinosaur na aaaaaaaa*, demonstrates readers' creative linguistic adaptation to intensify their emotional responses. Words like "yawa," which is a Cebuano expletive often used playfully or dramatically, and the hyperbolic transformation of "butterflies" into "dinosaur," reveal the readers' efforts to convey the overwhelming intensity of kilig. This hyperbolic expression is a stylistic choice that not only communicates the magnitude of their feelings but also invites other readers into a shared cultural and emotional experience. The use of local language situates these comments within a specific regional and linguistic context, celebrating diversity in the construction of meaning and emotional responses.

**The interplay of code-switching and local slang** reflects the hybrid identity of Filipino readers who navigate both global and local cultural influences. Wattpad, as a global platform, becomes a space where readers assert their linguistic and cultural uniqueness while participating in a shared digital community. This creative use of language also highlights the democratizing nature of online storytelling, where readers contribute to the narrative by interpreting and responding to the text in ways that resonate with their lived experiences. From a stylistic perspective, these linguistic features suggest that emotional engagement with texts is not only shaped by the content of the stories but also by the interactive and participatory dynamics of the platform. Readers' comments, laden with culturally specific language, transform the reading experience into a collaborative act of meaning-making. This phenomenon underscores the power of digital literature to foster both individual expression and collective identity, especially within culturally diverse contexts.

The importance of understanding social media slang for effective communication has been emphasized, with studies identifying and classifying common slang terms used on platforms like Facebook and WhatsApp (Silva & Patriota, 2021). Additionally, concerns have been raised about the impact of slang on national languages, particularly among younger generations in the digital era, highlighting the need to balance linguistic innovation with the preservation of cultural identity (Maulidiya et al., 2021).

Thus, the use of code-switching and local slang in Wattpad readers' comments is a testament to the vibrant linguistic creativity that enhances emotional expression. These features deepen the connection between readers and texts, offering insights into how digital platforms serve as conduits for both personal and cultural storytelling.

#### 3.1.2.2 Affixation and Substitution for Intensification



## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

The results demonstrate how **affixation and substitution** are employed to amplify emotional responses. For example, the word SHEEEESHABLE emerges from the base word shit with the substitution of "i" to "e" and the addition of the suffixes -ee and -able. This morphological construction heightens the intensity of the word, transforming a colloquial expression into a term that vividly conveys the reader's amazement or excitement. The elongation of vowels (E) further underscores the emotional impact, making it visually and phonetically emphatic. This linguistic playfulness not only enhances the emotional tone but also showcases how readers adapt language to their affective states, coining terms that fit the informal and expressive atmosphere of the platform.

In another instance, Enebe keneleg eke pereng tenge (translated as Ano ba, kinikilig ako) exemplifies the **substitution** of all vowel sounds with e. This technique creates a humorous and exaggerated tone, which serves to amplify the light-hearted and joyful emotion of kilig. The playful distortion of language mimics the physiological and psychological effects of being flustered or overwhelmed, thereby creating a linguistic mirror of the emotional state. It also fosters a sense of intimacy and shared understanding among readers, as this creative language becomes a shared code within the community.

Similarly, phrases like *lez gaur* (let's go) involve the substitution of vowels to produce a phonetic shorthand. This transformation simplifies the original phrase while adding a layer of informality and relatability. The playful alteration demonstrates readers' creative engagement with language, emphasizing their excitement and readiness in response to story developments. Such linguistic adaptations are characteristic of digital communication, where brevity and creativity are valued.

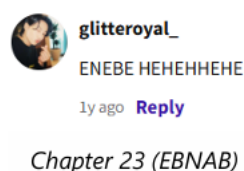
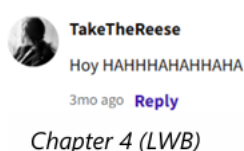
The linguistic creativity observed in these comments highlights the readers' active participation in shaping the narrative experience on Wattpad. By inventing and sharing these unique expressions, readers coconstruct the emotional atmosphere surrounding the stories. The morphological modifications are not random; they are carefully crafted to resonate with the shared emotions of the community, creating a collective language of kilig. This underscores the importance of digital platforms as spaces where language evolves dynamically, reflecting and amplifying cultural expressions of emotion.

Furthermore, the playful manipulation of language demonstrates how emotions like kilig are not only felt but also linguistically constructed and performed. The shared understanding of these creative forms fosters a sense of belonging within the readership, enhancing their engagement and connection to the stories and to each other.

The integration of English words with Indonesian affixes on social media demonstrates creative language use, with prefixes being the most common form of affixation (Budiarti & Faris, 2023). On Wattpad, a popular social reading platform, young readers extensively engage with texts through comments, displaying different patterns of interaction for various genres (Pianzola et al., 2020).

In conclusion, the affixation and substitution patterns observed in Wattpad readers' comments reveal a unique linguistic strategy to express heightened emotional states. This underscores the evolving nature of language in digital communities and highlights the role of reader interaction in enriching the emotional and cultural experience of storytelling.

### 3.1.2.3 Reduplication



The linguistic phenomenon of reduplication, particularly in online reader comments, reveals the emotional engagement and interactive nature of readers with Wattpad romance stories. Comments such as "Hoy HAHHAHAHAHA" and "ENEBE HEHEHEHE" demonstrate the dynamic ways readers construct and express kilig—a Filipino term denoting a thrilling feeling of romantic excitement. These comments function as affective responses to the romantic narratives, encapsulating the intense emotional reaction elicited by specific moments in the text.

The use of extensive reduplication in "HAHAHAHAHA" amplifies the laughter, which signifies not just humor but also excitement or joy. The capitalization further intensifies the emotional expression, making it loud, energetic, and difficult to contain. The inclusion of "Hoy," a Filipino interjection often used to call attention or express astonishment, suggests a blend of surprise and delight. In this context, readers are responding to moments that trigger an overwhelming sense of kilig, transforming their internal emotions into a textual outburst. This highlights the performative nature of the comments, where readers actively participate in the narrative by showcasing their reactions for the community of readers and writers.

The phrase "ENEBE HEHEHEHE" offers a contrast with its softer tone. The term "ENEBE," likely derived from "inib" (a playful phonetic rendition), carries a teasing or coquettish nuance. Paired with the restrained, repetitive laughter "HEHEHEHE," this comment reflects a more demure expression of kilig. The controlled laughter suggests shyness or subtle enjoyment, indicating that the reader feels charmed or bashful about the romantic events in the story. This interaction illustrates how reduplication can shift meanings based on tone and context, enabling readers to vary their expressions of emotional engagement.

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

These linguistic features underscore the participatory culture of Wattpad as a digital storytelling platform. Reader comments act as real-time emotional feedback to the author and the community, fostering a collective experience of the narrative. The morphological feature of reduplication becomes a tool for readers to translate their private feelings into a shared, performative expression of kilig. This phenomenon also demonstrates how language evolves in digital spaces to capture nuanced emotions.

From a sociolinguistic perspective, the prominence of kilig in these comments showcases how cultural values and emotional lexicons shape linguistic practices. The playful and performative aspects of these comments reveal the importance of community and shared emotional resonance in the digital reading experience. Furthermore, the emotional intensity conveyed through reduplication highlights the immersive power of romantic narratives in shaping reader-writer dynamics on platforms like Wattpad.

### 3.1.3 Semantic-Pragmatics

#### 3.1.3.1 Hyperbole and Exaggeration



Sam184Rm

Mamatay Nako sa kilig putekkk

1y ago Reply

Chapter 9 (LWB)



ChinaaGirl101

jaishdhjanshchakoawindhxbxnakka

3mo ago Reply

Chapter 14 (CL)



MaryGraceEscuderoAti

Powtaaaaaaa kilig ako to the highest level dude  
HAAHAHAHAHA

4mo ago Reply

Chapter 26 (LWB)

The study of linguistic features in semantic-pragmatic expressions, particularly focusing on the phenomenon of "kilig" as constructed in Wattpad readers' comments, reveals how hyperbole and exaggeration become vital tools for conveying heightened emotional states. The analysis of comments such as "Mamatay nako sa kilig putekkk" (I am dying in kilig, shit!), "jaishdhjanshchakoawindhxbxnakka" (keyboardsmashing), and "Powtaaaaaaa kilig ako to the highest level dude HAAHAHAHAHA" (The fuck, kilig to the highest level, dude) underscores the readers' creative use of language to articulate intense emotional experiences. Hyperbolic expressions like "Mamatay nako sa kilig" exaggerate physical or emotional sensations, using the metaphor of dying to emphasize an overwhelming sense of joy or excitement. Such dramatization reflects how readers use language not just descriptively but performatively, demonstrating their immersion in the romantic narrative. The inclusion of strong emotional interjections, such as "putekkk" (an expletive), further intensifies the impact of the sentiment, showing how the narrative resonates viscerally with the audience.

Similarly, keyboard-smashing ("jaishdhjanshchakoawindhxbxnakka") symbolizes a loss of linguistic coherence due to an overflow of emotions. This practice, while devoid of semantic meaning, carries a pragmatic function: it communicates excitement or overwhelming "kilig" in a way that traditional words cannot. Its incoherence becomes its strength, as it mirrors the uncontainable feelings elicited by the story.

The phrase "Powtaaaaaaa kilig ako to the highest level dude" combines hyperbolic and informal language to push the limits of emotional intensity. By elongating words ("Powtaaaaaaa"), adding modifiers ("to the highest level"), and maintaining a casual tone ("dude"), the commenter blends colloquial spontaneity with dramatic flair. This mix captures the dynamic and communal atmosphere of Wattpad, where readers often aim to match the tone of the story's emotional highs in their feedback.

These examples suggest that readers' in-line comments function as more than responses; they are extensions of the emotional universe constructed by the story. The hyperbolic and exaggerated language serves as a form of emotional mirroring, where readers project the intensity of the narrative back into the comment section, creating a feedback loop of shared affective energy.

Moreover, these linguistic features highlight the performative nature of reader interaction on platforms like Wattpad. Readers are not just consuming the text; they are actively participating in its interpretation and emotional amplification. The use of hyperbole and keyboard-smashing transforms their reactions into a form of community expression, where shared linguistic conventions signal a collective emotional experience.

In digital spaces, where text-based communication is the norm, hyperbole and exaggeration compensate for the lack of non-verbal cues like tone or facial expressions. These features help readers vividly communicate the depth of their emotions, ensuring their reactions are "felt" by others in the community. They also establish a cultural lexicon unique to Wattpad readers, where terms, exaggerated phrases, and unconventional text forms (e.g., keyboard-smashing) are widely understood as markers of emotional intensity.

The digital reading experience introduces new paratextual elements, termed "hyperparatextuality," which includes features like buttons, links, and hypertextual content in read-in-browser environments (Barnett, 2020).

The use of hyperbolic language and creative expressions in Wattpad comments reflects broader cultural tendencies to dramatize romantic or emotional experiences, especially in Filipino contexts where "kilig" holds a significant place in romantic and pop culture. This linguistic creativity not only demonstrates the emotional resonance of Wattpad romance stories but also offers insight into how language evolves to meet the communicative needs of digital and participatory cultures.

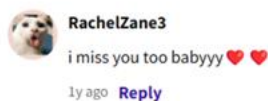
## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

In conclusion, the semantic-pragmatic features evident in these comments underscore the centrality of emotional expression in Wattpad communities. Hyperbole, exaggeration, and non-standard textual forms allow readers to forge deeper connections with the narrative, with fellow readers, and with the shared cultural construct of "kilig." This analysis affirms that language, even in its most exaggerated forms, remains a powerful tool for constructing and sharing emotional experiences in digital spaces.

### 3.1.3.2 Indirect Expression of Attraction



Chapter 22 (EBNAB)



Chapter 23 (EBNAB)



Chapter 33 (CL)

One notable linguistic feature identified in the analysis is the **indirect expression of attraction**, which is prevalently observed in comments such as *gusto rin kita!!* (I like you, too), *i miss you too babyyy* ❤️❤️, and *kung ayaw mo sunny, akin na lang siya* (if you don't like sunny, it is better if it is mine already). These expressions reflect nuanced emotional and social dynamics embedded in readers' engagement with the text.

The phrases exhibit a high degree of emotional resonance, capturing the readers' emotional investment in the story's characters and relationships. Comments like *gusto rin kita!!* and *i miss you too babyyy* ❤️❤️ are not only echoes of the text but also serve as extensions of the readers' emotional participation in the romantic tension. These expressions demonstrate the ability of readers to project their own feelings into the narrative, creating a shared emotional experience that amplifies the sense of kilig.

The use of colloquial and playful language, such as *babyyy* and emojis, adds an intimate and informal tone to the comments. This reflects a stylistic choice that resonates with the interactive nature of Wattpad as a platform. The incorporation of exaggerated terms of endearment and visual symbols like hearts enhances the emotional impact, making the communication more vibrant and reflective of contemporary digital interaction styles.

The indirect expression in phrases like *kung ayaw mo sunny, akin na lang siya* shows a strategic use of humor and subtlety to convey attraction. This indirectness allows readers to express their connection to the characters without overt declarations of emotion, mirroring the cultural tendencies in Filipino discourse where indirectness is often associated with politeness and emotional depth. It suggests a layered approach to expressing affection, where humor and lightheartedness serve as a mask for deeper emotional engagement.

In the context of social reading platforms like Wattpad, analyzing comments in the margins enables researchers to compare specific text parts with their effects on readers, potentially revealing emotional arcs and reader responses (Rebora & Pianzola, 2018).

The expressions highlight cultural nuances, particularly in how kilig is constructed and communicated in the Filipino context. The prevalence of kilig as an emotional response in these comments demonstrates the importance of romance as a theme in Filipino storytelling. It also underscores how digital platforms like Wattpad provide a space for readers to engage with cultural expressions of love and attraction, reinforcing shared cultural values while adapting to modern, globalized communication trends.

In conclusion, the indirect expression of attraction in readers' comments reflects a rich interplay of linguistic creativity, cultural identity, and emotional engagement. Wattpad serves as a dynamic platform where readers and writers collaboratively construct experiences of kilig, demonstrating the evolving nature of digital communication in romantic storytelling.

## 3.2 Semiotic Features

### 3.2.1 Loudly Crying Face



Chapter 35 (EBNAB)



Chapter 25 (LWB)

The use of the loudly crying face emoji (😭) in Wattpad readers' in-line comments serves as a semiotic marker of heightened emotional engagement. This emoji transcends its literal interpretation of sadness to encapsulate a range of emotions, including joy, heartbreak, empathy, and, notably, the Filipino cultural construct of kilig. Derived from Filipino vernacular, kilig refers to a fluttering sensation of romantic excitement, often induced by fictional love stories. On Wattpad, this emoji becomes a shorthand for expressing kilig or emotional resonance with a narrative moment.



## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

When readers deploy 🥰🥰 in comments, they participate in a collective emotional experience. Rather than typing out elaborate reactions, they rely on the emoji to succinctly convey intensity. The repetition of the emoji amplifies this emotion, suggesting an overwhelming or layered response. For example, in moments of romantic tension or catharsis within Wattpad stories, 🥰🥰 becomes a communal cue for shared feelings, fostering a sense of belonging among readers who understand and relate to the emotional context.

The semiotic implications of 🥰🥰 are culturally nuanced. While the emoji is universally accessible, its connotation within the Filipino Wattpad community carries specific cultural weight. Filipino readers often associate this symbol with kilig as a euphoric yet bittersweet state, merging exhilaration with vulnerability. This cultural framing enhances its use as a signifier for moments in romance stories that capture the dualities of love—its joys and its uncertainties.

From a linguistic perspective, the use of 🥰🥰 demonstrates the evolution of digital communication, where visual symbols enhance textual storytelling. It also underscores the interactive nature of Wattpad, where readers do not merely consume content but actively co-construct its meaning through their comments. For writers, this feedback becomes an interpretive lens, revealing how readers emotionally map narrative elements.

Moreover, the frequent use of 🥰🥰 indicates an emotional literacy among readers who can decode and respond to the narrative with nuanced symbols. This interplay suggests a feedback loop: writers craft stories that evoke strong emotions, and readers validate these emotional peaks through culturally resonant symbols.

Face emojis, in particular, can function as commentaries on the accompanying text, relating the expressed proposition to the author's contextually relevant discourse values (Grosz et al., 2023).

Hence, the loudly crying face emoji is more than a reaction; it is a semiotic device that reflects and shapes the emotional landscape of Wattpad romance stories. By expressing kilig and other intense emotions, 🥰🥰 fosters a dialogic relationship between readers and writers, amplifying the communal and participatory nature of digital storytelling. This underscores how emojis have become integral to the evolving grammar of online communication, particularly within culturally rich and emotionally charged contexts like Wattpad's Filipino romance genre.

### 3.2.2 Butterfly



Chapter 14 (LWB)



Chapter 11 (LWB)

The butterfly emoji, when used in Wattpad comments, serves as a metaphor for the physical sensations associated with kilig. Just as butterflies flutter in the stomach, the emoji captures the reader's visceral reaction to intimate or suspenseful romantic interactions. Its repetitive usage (e.g., 🦋🦋🦋) amplifies the emotional intensity and mirrors the escalating excitement that readers feel. This semiotic shorthand allows for a quick yet potent expression of sentiment, aligning with the fast-paced, interactive nature of online platforms. Moreover, the choice of the butterfly—an ephemeral and delicate creature—parallels the fleeting yet profound nature of kilig. It is not just about the romantic act itself but the anticipation, vulnerability, and beauty embedded within the moment. This highlights the deep emotional engagement of readers, who are not merely passive consumers but active participants in the storytelling experience.

The emoji's function goes beyond individual expression; it fosters a shared emotional language among Wattpad readers. When multiple users comment with 🦋 emojis, a collective resonance is created, reinforcing a communal experience of kilig. This digital semiotics extends the text's meaning and enhances the participatory culture of Wattpad. It also underscores how online platforms adapt traditional emotional concepts like kilig into the globalized digital lexicon, blending cultural specificity with universal accessibility. Furthermore, the choice of emojis, rather than textual descriptions, reflects a shift in how emotions are constructed and communicated in digital spaces. The butterfly emoji encapsulates complex feelings with brevity, demonstrating the efficiency and creativity of semiotic resources in modern communication.

For writers on Wattpad, the frequent appearance of 🦋 emojis in comments provides valuable feedback on narrative effectiveness. These reactions often pinpoint moments that resonate most deeply with the audience, offering insights into what evokes kilig. Writers can use this feedback loop to refine their storytelling techniques, focusing on elements such as tension, chemistry, and timing that trigger such emotional responses. Moreover, the semiotic trend invites authors to consider the cultural nuances of their audience. Recognizing that readers bring diverse emotional frameworks and interpretive practices to their engagement with stories can lead to more inclusive and impactful narratives.

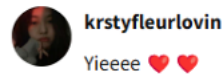
Recent studies have explored the use and perception of emoji in digital communication and educational contexts. Research indicates an 82% agreement between readers and writers in emoji sentiment perception, with authors feeling 26% worse than perceived by

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

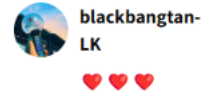
readers for negative emoji. Emoji users tend to report higher levels of happiness, although emoji use doesn't correlate with moodiness (Berengueres & Castro, 2017).

The butterfly emoji 🦋🦋🦋, as used in Wattpad comments, is a compelling example of how digital semiotics conveys and amplifies kilig. Its metaphorical richness, cultural resonance, and communal function illustrate the evolving interplay between emotion, technology, and storytelling. For both readers and writers, this semiotic feature not only enriches the reading experience but also bridges personal and collective dimensions of emotional expression in the digital age.

### 3.2.3 Red Heart



Chapter 22 (LWB)



Chapter 10 (EBNAB)

The use of the red heart emoji (❤️) in readers' in-line comments on Wattpad romance stories serves as a powerful semiotic device, symbolizing the emotional resonance of the narrative moments with the audience. This seemingly simple symbol conveys complex layers of meaning that enrich the interactive experience between the readers and the text. The repetition of the emoji, as seen in the example of ❤️❤️, amplifies the intensity of the emotion, suggesting heightened feelings of "kilig"—a Filipino term that encapsulates the sensation of romantic excitement or giddiness.

From a semiotic perspective, the red heart operates as an indexical sign, pointing directly to the readers' affective state. Its red color universally symbolizes passion, love, and emotional warmth, making it particularly apt for romance stories. By using this emoji, readers succinctly express their reactions without needing to articulate them in words. The repetition (❤️❤️) intensifies the communicative impact, functioning as a visual exclamation that mirrors the buildup of kilig moments within the story. This repeated use not only communicates the reader's engagement but also underscores the community's shared understanding of the emoji's significance in the context of romance narratives.

The implications of these semiotic features extend beyond individual reader responses. Collectively, such comments shape a participatory reading culture on Wattpad, where readers co-construct the emotional landscape of the story alongside the author. The red heart becomes a shorthand for a communal acknowledgment of pivotal narrative moments, reinforcing the social and interactive nature of Wattpad as a platform. For authors, this pattern provides real-time feedback, indicating which parts of their story successfully elicit desired emotional reactions.

Moreover, the ❤️❤️ emoji's prominence in in-line comments highlights how digital platforms mediate and transform emotional communication in literature. Unlike traditional print media, where reader reactions remain private, online platforms like Wattpad turn reading into a shared, dynamic experience. The emoji bridges textual interpretation and emotional expression, creating a feedback loop that validates both the reader's feelings and the author's creative choices.

Recent research has explored the use of emojis in digital communication, particularly in social media and educational contexts. Emojis are widely used to express emotions and attitudes, with their meaning often interacting with the accompanying text (Tian et al., 2017). In social reading platforms like Wattpad, emojis play a role in readers' emotional engagement and interaction with literary texts (Pianzola et al., 2020).

In sum, the red heart (❤️❤️) in Wattpad comments exemplifies how digital semiotics enhance the storytelling experience. It functions not just as a tool for individual expression but as a medium for cultivating a sense of belonging and collective emotion within the Wattpad community. This dynamic interplay between narrative content and reader engagement exemplifies how the "language of emotion" evolves in digital literary spaces.

### 3.2.4 Smiling Face with Heart-Eyes



6mo ago Reply

Chapter 22 (LWB)



1y ago Reply

Chapter 22 (EBNAB)

The semiotic features of the "Smiling Face with Heart-Eyes" emoji (😍) hold significant implications for constructing and interpreting the emotional response of kilig within Wattpad romance stories, particularly through in-line reader comments. Wattpad, as a platform, thrives on the interactive dynamics between writers and readers, and emojis like 😍 play a crucial role in expressing

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

emotions succinctly in digital spaces. This emoji, which visually conveys infatuation or admiration, encapsulates the essence of kilig.

The use of 🥰 in Wattpad reader comments often serves as a shorthand for emotional highs triggered by romantic moments in the story. Semiotic analysis reveals that this emoji not only reflects the reader's internalized emotional state but also communicates a sense of collective understanding among the Wattpad community. For instance, when readers encounter a particularly tender or passionate scene, they may flood the comments section with 🥰🥰, amplifying the shared experience of kilig. The repetition of the emoji intensifies its meaning, indicating heightened emotions, which suggests that readers are deeply connected to the story's romantic elements.

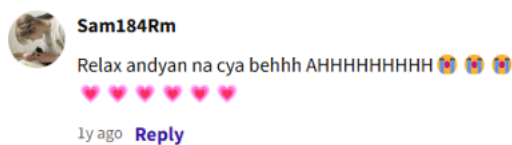
From a semiotic perspective, the 🥰 emoji functions as a signifier within the digital text, where its signified meaning aligns with admiration, desire, or a celebratory acknowledgment of romance. This supports the notion that emojis have transcended their function as decorative elements to become active participants in storytelling. Their deployment in in-line comments transforms the reading experience into a dialogue where readers can coconstruct the narrative's emotional resonance.

Moreover, the prevalence of 🥰 in Wattpad comments reflects cultural nuances in how kilig is digitally articulated. While the concept of kilig is uniquely Filipino, the emoji provides a universal symbol that bridges cultural boundaries, making it accessible to a global audience. This duality enriches the cultural exchange on the platform, as international readers can engage with the kilig moments in ways that resonate with their interpretations of romantic thrill.

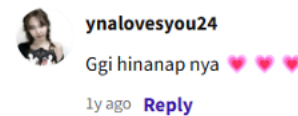
The widespread use of 🥰 suggests that Wattpad readers actively shape the storytelling process by reacting to key moments in the narrative. Writers, aware of this dynamic, may tailor their writing to elicit these visible emotional reactions. This creates a feedback loop where the emoji becomes a metric for gauging audience satisfaction. The implications extend to digital literacy, as readers navigate and contribute to online textual spaces using multimodal expressions like emojis to articulate their responses.

The semiotic features of the 🥰 emoji reveal its critical role in constructing kilig on Wattpad. By offering readers a visually immediate and culturally rich way to engage with romance stories, this emoji strengthens the emotional and communal bonds within Wattpad's interactive storytelling environment. This highlights the evolving nature of digital communication, where symbols like 🥰 are not just expressions but active contributors to the co-creation of narrative meaning.

### 3.2.5 Growing Heart



Chapter 9 (LWB)



Chapter 28 (LWB)

The emoji serves as a shorthand for emotional intensity and offers a visual representation of kilig. It bridges textual and non-textual communication, creating a multimodal discourse where emotions are not only described but visually embodied. The smiling face combined with growing hearts reflects an outward projection of inward feelings, suggesting a sense of overwhelming joy, affection, or connection.

The repetitive nature of the hearts (e.g., 🥰🥰🥰) amplifies this expression, as repetition in semiotics often signals emphasis or heightened intensity. In the context of Wattpad comments, this implies that readers are not merely reacting but are engaging deeply with the story. These emojis, therefore, serve as affective markers, enabling readers to participate in a shared emotional experience.

From a writer's perspective, the prevalence of such emoji-laden comments signals the success of their narrative in eliciting desired emotions. It reflects how effectively the story resonates with the audience, creating moments that are memorable and emotionally charged. Writers can gauge which parts of their story are most impactful and use this feedback to refine their craft.

For readers, the emojis facilitate a form of communal engagement. Sharing their emotional responses through universally understood symbols like 🥰 and 🥰 fosters a sense of belonging within the Wattpad community. The use of these semiotic tools transforms the reading experience from solitary consumption to collective participation, allowing for an interactive dialogue between the text and its audience.

The frequent use of these emojis in online storytelling spaces points to a shift in how emotions are communicated in digital culture. Traditional narrative feedback, often verbal or written, is now complemented by visual cues that transcend linguistic barriers. This democratizes emotional expression, making it accessible even to those who may struggle with verbalizing complex feelings.

Furthermore, the recurring use of 🥰 and 🥰 in comments suggests the emergence of a digital emotional lexicon specific to online romantic storytelling. These semiotic markers shape the cultural understanding of kilig as both an individual and collective

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

experience. Their prominence highlights how digital platforms are evolving to accommodate and enhance emotional engagement in storytelling.

In conclusion, the semiotic features of the "Smiling Face with Growing Heart" emoji and its accompanying heart symbols on Wattpad reflect a rich, evolving language of emotion. They enhance the interactive nature of storytelling and deepen the connection between writers and readers, making them indispensable tools in constructing kilig in the digital age.

### 3.3 Construction of the Kilig Concept and its Role in Shaping Readers' Engagement

The concept of kilig is constructed as a uniquely Filipino emotion in Wattpad romance stories through the interplay of linguistic and semiotic features that reflect Filipino cultural sensibilities. Linguistically, kilig is often conveyed through phonological, morphological, and semantic-pragmatic elements. Phonologically, onomatopoeic expressions like "kiligggg" and the exaggerated lengthening of sounds, as in "Oh my goshhhh!" or "Hiiiiiii!", mimic the sounds of excitement or nervous anticipation. These features vividly recreate the protagonist's emotional state, helping readers resonate with the moment.

Morphologically, the use of code-switching and local slang (e.g., "Grabe, he's so pogi!") roots kilig in a distinctly Filipino cultural context, making it familiar and relatable to local readers. Intensifiers such as nakakakilig or creative affixations like kilig-worthy amplify the emotional impact of romantic scenarios. Reduplication, seen in phrases like "kilig na kilig," mirrors the repetitive, overwhelming nature of giddy feelings, reinforcing the emotional intensity.

Semantically and pragmatically, kilig is heightened by the use of hyperbole and indirect expressions of attraction. Over-the-top descriptions like "His smile could light up the whole barangay" exaggerate the effect of romantic gestures, transforming everyday moments into significant emotional events. At the same time, indirect expressions such as "He's so annoying, pero ang cute niya!" embody a subtlety that aligns with Filipino cultural values of restraint and anticipation in romantic pursuits.

Semiotically, Wattpad stories often integrate emojis to visually represent and amplify kilig. Emojis like 😭 (Loudly Crying Face), 🦋 (Butterfly), ❤️ (Red Heart), 😍 (Smiling Face with Heart-Eyes), and 🥰 (Growing Heart) serve as visual cues for emotions that words alone cannot fully express. For instance, the 🦋 emoji symbolizes butterflies in the stomach, while ❤️ evokes the intensifying excitement of romantic feelings. These visual elements enhance the narrative's emotional depth and connect with a digitally literate audience accustomed to blending textual and visual communication.

The role of kilig as a cultural expression in Wattpad stories is significant in shaping readers' emotional engagement. By incorporating Filipino language, cultural nuances, and semiotic elements, these stories create a sense of familiarity and belonging for readers. The interplay of subtlety, exaggeration, and cultural specificity allows kilig moments to stand out, making them memorable and emotionally impactful. This shared cultural framework not only resonates deeply with Filipino readers but also fosters a collective emotional experience that transcends individual narratives, making kilig a cornerstone of Filipino Wattpad romance stories.

Readers' reception of these stories is influenced by emotional attitudes and expectations, potentially impacting their mindset and values (Basri & Tamrin, 2020).

These features are not only linguistically effective but culturally adequate in constructing kilig because they align with how emotions, particularly in romantic contexts, are expressed in Filipino culture. The Filipino concept of kilig is unique in its mixture of excitement, joy, and sometimes nervousness, often enhanced by a sense of playfulness or bashfulness. The linguistic elements such as exaggeration, code-switching, and the use of local slang capture these subtle cultural nuances, making the concept of kilig feel authentic to Filipino readers.

Furthermore, semiotic features like emojis cater to the digital and visual language that is a significant part of contemporary Filipino communication, especially among younger generations.

## 4. CONCLUSION

The use of linguistic and semiotic features in Wattpad comments effectively conveys the Filipino concept of kilig through both metaphorical language and cultural expressions. Drawing on George Lakoff's Conceptual Metaphor Theory (CMT), readers describe their emotional responses to romantic stories using metaphors like "butterflies in the stomach" or "a spark in my heart," which help articulate abstract emotions through vivid, concrete imagery. These metaphors allow readers to express the intricate feeling of kilig, bridging the gap between intangible emotions and easily relatable physical sensations. This metaphorical language captures the emotional depth of the experience, illustrating how language can shape and convey complex feelings.

On a cultural level, Farzad Sharifian's Cultural Schema Theory (CST) highlights how shared cultural knowledge shapes emotional expression. The emotion of kilig, deeply rooted in Filipino romantic ideals, is expressed through references to culturally significant courtship practices and societal norms. Readers often evoke traditional Filipino romantic tropes or resonate with familiar scenarios in their comments, reflecting how kilig is understood collectively within the cultural framework. These cultural schemas allow readers to interpret and articulate their emotional experiences in a way that is both personal and culturally informed, making

## The Language of Emotion: Constructing Kilig on Wattpad Romance Stories Through Readers' In-Line Comments

the expression of kilig not just a private feeling but a shared cultural phenomenon. Together, these features ensure that kilig is communicated in a manner that is both emotionally engaging and culturally resonant.

### REFERENCES

- 1) Angela Grabielle Nidar, & Mae, A. (2024). "Wattymania": Wattpad Readers' Perspective on Wattpad's Role in Their Lives. *International Journal of Innovative Research in Multidisciplinary Education*, 03(04). <https://doi.org/10.58806/ijirme.2024.v3i4n12>
- 2) Barnett, T. (2020). Hyperparatextuality: Meaning-making in the digital reading frame. *Book 2.0*, 10(1), 43–58. [https://doi.org/10.1386/btwo\\_00019\\_1](https://doi.org/10.1386/btwo_00019_1)
- 3) Basri and Andi Febriana Tamrin, B. (2024). OSF. [osf.io. https://osf.io/preprints/inarxiv/e2nh6](https://osf.io/preprints/inarxiv/e2nh6)
- 4) Berengueres, J., & Castro, D. (2017). Sentiment Perception of Readers and Writers in Emoji use. *ArXiv (Cornell University)*. <https://doi.org/10.48550/arxiv.1710.00888>
- 5) Budiarti, D., & Nur, I. (2023). "Jangan Di-Read!": Indonesian Affixation to English Words on Social Media. *LITE Jurnal Bahasa Sastra Dan Budaya*, 19(1), 55–64. <https://doi.org/10.33633/lite.v19i1.7492>
- 6) Creative, V. (2012, October 18). Wattpad: Building the world's biggest reader and writer community. *The Literary Platform*. <https://theliteraryplatform.com/news/2012/10/wattpad-building-theworlds-biggest-reader-and-writer-community/>
- 7) Grosz, P. G., Greenberg, G., De Leon, C., & Kaiser, E. (2023). A semantics of face emoji in discourse. *Linguistics and Philosophy*. <https://doi.org/10.1007/s10988-022-09369-8>
- 8) Khoumssi, K. (2020). Functions of Code-switching in Young Moroccans' Facebook Comments. *Journal of English Language Teaching and Linguistics*, 5(1), 57. <https://doi.org/10.21462/jeltl.v5i1.382>
- 9) Lakoff, G., & Johnson, M. (1980). The Metaphorical Structure of the Human Conceptual System. *Cognitive Science*, 4(2), 195–208. [https://doi.org/10.1207/s15516709cog0402\\_4](https://doi.org/10.1207/s15516709cog0402_4)
- 10) Maulidiya, R., Wijaya, S. E., mauren, C., Adha, T. P., & Pandin, M. G. R. (2021). Language Development of Slang In The Younger Generation In The Digital Era. <https://doi.org/10.31219/osf.io/xs7kd>
- 11) Oh, J., & Kim, G. J. (2019). The Effect of Onomatopoeia to Enhancing User Experience in Virtual Reality. *Virtual, Augmented and Mixed Reality. Multimodal Interaction*, 143–152. [https://doi.org/10.1007/978-3-030-21607-8\\_11](https://doi.org/10.1007/978-3-030-21607-8_11)
- 12) Pianzola, F., Reborá, S., & Lauer, G. (2020). Wattpad as a resource for literary studies. Quantitative and qualitative examples of the importance of digital social reading and readers' comments in the margins. *PLOS ONE*, 15(1), e0226708. <https://doi.org/10.1371/journal.pone.0226708>
- 13) Pulma, J. (2012, June 27). Exploring Culture: Dissecting Kilig. *The GUIDON*. <https://theguidon.com/2012/06/exploring-culture-dissecting-kilig/>
- 14) Rappler. (2016, April 14). "Kilig" is now a part of the Oxford English Dictionary. *RAPPLER*. <https://www.rappler.com/life-and-style/arts-culture/129525-kilig-meaning-oxford-englishdictionary/>
- 15) Reborá, S., & Pianzola, F. (2018). A New Research Programme for Reading Research: Analysing Comments in the Margins on Wattpad. *DigitCult - Scientific Journal on Digital Cultures*, 3(2), 19–36. <https://doi.org/10.4399/97888255181532>
- 16) Schlegel, C., Smith, C., Abe, K., & Kneebone, R. (2021). Onomatopoeia - listening to the sounds behind the words. 38(7), Doc123–Doc123. <https://doi.org/10.3205/zma001519>
- 17) Sharifian, F. (2016). Cultural Linguistics. *Etnolingwistyka. Problemy Języka I Kultury*, 28, 31. <https://doi.org/10.17951/et.2016.28.31>
- 18) Tazijan, F., Bakar, R. A., Mohamed, R., & Ramli, N. F. M. (2021, December 29). Reading Walls: Digital Social Readers. *Www.atlantis-Press.com; Atlantis Press*. <https://doi.org/10.2991/assehr.k.211227.009>
- 19) Tian, Y., Galery, T., Dulcinati, G., Molimpakis, E., & Sun, C. (2017). Facebook sentiment: Reactions and Emojis. *Proceedings of the Fifth International Workshop on Natural Language Processing for Social Media*. <https://doi.org/10.18653/v1/w17-1102>
- 20) Wales, M., Rarick, G., & Davis, H. (1963). Message Exaggeration by the Receiver. *Journalism Quarterly*, 40(3), 339–342. <https://doi.org/10.1177/107769906304000309>
- 21) Wolf, M. (2018). Reader, Come Home: The Reading Brain in a Digital World. <https://www.semanticscholar.org/paper/Reader%2C-Come-Home%3A-The-Reading-Brainin-a-Digital-Wolf/680204cb9d99aadb0c9265e54d038086f83d3645>