



SOUTH AFRICANS have always had our own special words that belong to us. Words like **BILTONG**, **BRAAI**, **ROOIBOS**, **UBUNTU**, **KLOOF** and **VELD** that have slowly crept into international acceptance.

However, with the development of social media we are becoming firmly entrenched in global speech.

Our unique vocab is gaining traction internationally.

The words may not be in the dictionaries yet – but watch the space!



Why the words are **CATCHING ON**

Amapiano & Gqom music: With international DJs picking up these genres, the slang used in lyrics is traveling.

TikTok/YouTube: SA creators are funny, relatable, and often throw in local lingo that catches on.

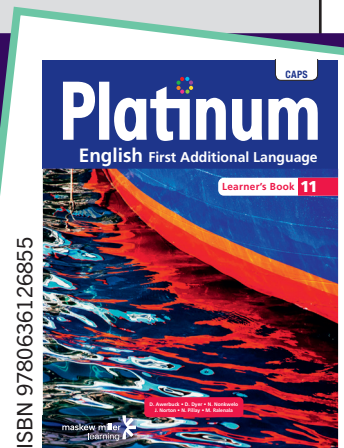
Global youth culture: Drip, vibes, and party terms are universal, and our South African versions are just as catchy.

CHECK OUT THE LIST OF NEW SA SLANG AND EXPRESSIONS THAT ARE FAST BECOMING GLOBAL

AWEH	Music, TikTok, DJs abroad
SHO	Amapiano lyrics, TikTok sound bites
PANTSULA	Featured in dance videos & documentaries
HAIBO!	Instagram reels, reaction content
YOH!	Common in memes, reaction videos
MZANSI	Hashtagged widely on Instagram and Twitter
KASI	SA rap, youth fashion, vlogs
DRIP (SA meaning)	SA hip-hop scene, global urban fashion
SKRR SKRR	SA trap/rap crossover with global trap culture
GROOVE	Big on Twitter & music captions: <i>See you at groove</i>

VIBE	Instagram captions, DJ set themes
SLAY QUEEN/SLAY KING	Social media slang, especially in beauty/fashion spaces
JIGGY	SA rap & fashion posts – same vibe as <i>fresh</i> or <i>lit</i>
ZAKA	Trending in hip-hop and online give aways (<i>Need that zaka!</i>)

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