

## CHAPTER I

### INTRODUCTION

This chapter contains of six subchapters, they are; background of the study, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, and significances of the research.

#### A. Background of the Study

Humans are social creatures who interact with others as a necessity. Social interaction is formed because of social activities that are interwoven with each other between people and are a key part of life. According to Mamaghani (2015) that relations of society are necessary to create opportunities for interpersonal interaction and communication. It is through these interactions that humans can survive and do everything according to their needs. Argyle (2017) humans interact with each other and work together aimed at fulfilling needs during life. With interaction, a language is formed that helps them as a tool in the social context.

Social context derived from the words of *con* or *cun*, which means together, and *tango*, which means touching Herimanto (2009: 52). However, social context is not only about touching but also communication can be said to be social contact. According to Carter (2010) a certain behavior or identity is influenced by the social environment, which has an impact on the entire social context. Nowadays social context is very wide in scopes can be through telephone, telegram,

mail, and radio. The formation of social context is the presence of contact between individuals, others, and groups. From the formation of social context, a language is created as an intermediary for communication between them.

Language has an important role for everyone and with humans. That argues by Wibowo (2001: 3) language is a system of meaningful symbols and articulate sounds (produced by the tool) that is arbitrary and conventional and is used as a means of communication. In addition, the language that serves as a communication tool becomes very effective also to convey ideas, opinions, and messages to others. Hoff (2014) language, both complicated and simple can be deceiving in its simplicity even when it defines the reality of its usefulness. In communicating, the language used has a variety called language variation.

The standard language variation is a modified standardized variety. The standard from highest social status and is used for official occasions stated by Holmes (2001). The language variations can be divided into standard and non-standard variations. Linn (2014) language variation differences in speech groups that understand the full scope of their causes or connections. On the other hand, non-standard varieties have become the non-standard language commonly used for everyday languages. To deal with language problems in the social context is very related to sociolinguistics necessary.

Sociolinguistics Holmes (2017: 1) stated that the differences in a speech in social contexts, how they convey meaning, as well as regarding social interactions in a community, and how people create aspects of their social identity through their language. Deckert, et al (2011) sociolinguistics on language are used in social contexts, including interpersonal communication as well as intercultural interactions. In general, the purpose of sociolinguistics is to discuss the interrelationships between languages of a person or group in social situations, sometimes in formal or informal use of language. In informal languages, there are a lot of slang words as their style of language.

Slang focuses on a style of language. That the creates a word by shortening or converting it to one or more letters. Green (2015: 5) said slang “street language” is a type of informal language made composed of phrases and idioms that are only spoken within certain groups. Pal and Saha (2013) that treats slang in terms of multiple linguistic stages, each of which examines slang words from diverse perspectives, such as sound, concept, formation, and so on. The nature of slang is that it has a social function as an effective way to socialize and interact in community or groups.

The community has its hidden language to communicate with its members. Fishman (1972: 4) argues that each community has at least three levels of language style, one of which is the official language of everyday conversation and cannot be equated with slang, despite the absence of

official features and expression in both oral and written form. Swan (2005: 526) slang is a very informal type of vocabulary that is usually used in conversations by people who know each other well. Slang in the community can indicate familiarity in each member with how often they use the word. It is no secret that the word slang is currently often encountered by others outside the community because in every social media must be found many communities and indirectly others can see the content of the conversation or community posts through social media.

Stated from Dewing (2012: 1) the phrase of “social media” refers to a wide range of internet based and mobile services to enable users to engage in online discussions, contribute user-generated content, and join online communities. Indonesian society is a country of active social media users such as Instagram, Twitter, Facebook and others. Social media itself has an important role for people’s lives today and has become a popular medium among young people. Urista, et al (2009) that young people used social media to meet their wants and desires, including as entertainment, rekindling existing friendships, creating new acquaintances, and gaining popularity. Everyone can access the latest information from the country to the corners of the world just by using a social media on a smartphone. In addition, it can also be used to communicate remotely abroad.

The social media that is much loved by the people. In Indonesia, Twitter social media has the most users. From the Twitter book of

O'Reilly, et al (2012) said twitter is a messaging service with a lot of characteristics with communication tools you already use. It has elements that are similar to email, IM, texting, blogging, RSS, and so on. According to the founder of Twitter, Jack Dorsey in Reventós (2008) that Twitter enables users to interact through mobile phone, exchange information, send immediate messages about what others are doing, and remain in touch with people in real time.

Twitter is an alternative to other social media. Because, it has more features and information that can provide a different experience for its users. Zukhrufillah (2018) stated an alternative media is characterized by an increase in the number of users, in tweeting activity, followers who know messages from Twitter, and an increase in users competing to get followers to be verified by Twitter itself. In this social media can easily meet various communities or groups.

Groups are usually in the background of something similar between individuals. Such as a community of music fans, musicians, writers, hobbies, social and environmental observers, community empowerment, to religious communities. A community must have interaction or communication between individuals. Generally, interaction of a community are often found languages that are only used in that community. The language can be either a word or a phrase.

The words are becoming a popular trend all over the world. There is a trend originating from ginseng country, South Korea called Hallyu



Jungsoo (2016). Existence of this trend is also known as K-pop/K-wave, where the trend has created many communities for its fans. Following in the footsteps of the K-wave (also known as Hallyu), where Korean culture has grown rapidly in many parts of the world, K-pop has recently entered a global popular culture glossary. K-pop/ K-wave attracts many people with its unique style characteristics that are packed into a fairly complete entertainment industry not only musical genres but also in the world of drama, cinema, fashion world trends.

Enthusiastic fans comes from the music industry. The fans in one particular music group that eventually formed a community as a medium of communication/interaction. From that phenomenon spread K-pop fans formed a community and then called Fandom. It forms a social network between individuals based on specific interests and contexts. Mahanani (2020) stated that *fandom* can be used in any group, but over time the fandom itself has become like a character and changed identical to something of a character from the name in the K-pop world.

*Fandom* itself is in a stage related to presenting one's wishes through goods, as well as content from their idols. Apart from all that fandom has a lot of activities such as forums to campaigns that bring positive impact to its members and others. In various activities that they often interact such as sharing everything. Most of these fandoms use Twitter as a media for socializing or interacting that is popular to them. Starting from that interaction many slang words in English are popular and

often used to express or to mention something that only those in a certain group or condition can understand.

Similarities from previous studies with that theme. Several research findings in conformity with the research of the researcher, Mayvalencia (2011) translated and classified that English slang words used in the script from the Wild Child Movie. Mahnunik (2015) analyze and classified the slang words from Justin Bieber's song. Then, Puspitorini (2017) analyzing slang words from types, meaning, and reason of the used by Millennial Generation on Twitter. Ekawati (2018) analyze the kind of slang based from the character in Fast and Furious Movie. The last, from Wahib (2020) categorize the types of slang words from conversation of Game Community on Comments of Shroud's Youtube Channel.

Therefore, there are differences between this study and previous studies (see Mayvalencia, 2011; Mahnunik, 2015; Puspitorini, 2017; Ekawati, 2018; and Wahib, 2020). The differences from this study are data analysis technique with Spradley analysis, the subject analysis, and of course on the results of the analysis that also identifies hidden culture in slang that was not previously done by researchers before. Hidden culture derived from social habits in its society.

In addition, the word slang is also used as an indicator to assess social habits in a person. English slang will also different in meaning depending on the race of a group of people who talk about it. This phenomenon leads to differences in understanding faced by people outside

the K-pop community. Sometimes accidentally encounter captions or comments that use English Slang Words on social media Twitter.

This will be the focus of researcher to ensure that the English Slang Word in the K-pop community is widely used by K-popers. As a result will be no misunderstandings of gaps or differences in understanding from others members from the community. Researcher believe English Slang Words have a hidden culture. Therefore this problem is very important to be investigated. Because if not studied then researcher and readers outside the community will not know what types of slang words and the hidden culture from the countries of K-popers. So, the researcher will carry out the research entitled **“An Analysis of English Slang Word Found In K-pop Community Twitter”**.

#### **B. Identification of the problems**

With related to the background of the issues above, the issues can be identified as;

1. What types of slang are widely used in the k-pop community on Twitter?
2. What kind of slang are included in the English Slang Word within the K-pop on a Twitter community?
3. What is the function of using English Slang Word on the K-Pop on a Twitter community?
4. How English slang is conveyed by the netizen viewed from geographical aspect?



5. How is hidden culture from the geography of English Slang Words?

### **C. Limitation of the Problem**

In line with the problem identification, the focus of this research is on English Slang words from the K-pop community on Twitter using sociolinguistic perspective analysis techniques. With identify the type of slang words from the k-pop community uses on Twitter, analyze the English slang conveyed by the netizen viewed from geographical aspect and also the hidden culture in the English Slang used. It is taking the account and based on the importance of sociolinguistic approaches as a useful form of strategy for identifying and analyzing the English Slang words of K-pop Slang for non-Kpopers.

### **D. Formulation of the Problems**

Based on the limitations of the problems above, the researcher formulates the following research problem, such as;

1. What types of slang are widely used in the k-pop community on Twitter?
2. How English slang is conveyed by the netizen viewed from geographical aspect?
3. How is hidden culture from the geography of English Slang Words?

### **E. Objectives of the Research**

Based on the formulation of the above problems, the purpose of the research is as follows;

1. To identify the types of slang are widely used in the K-pop Community on Twitter.
2. To analyze how the English Slang words is conveyed by netizen viewed from geographycal aspect.
3. To analyze the hidden culture from the geography of English Slang.

#### **F. Significances of the Research**

The results of this study are expected to be useful both theoretically and practically outlined in the following sections.

1. Theoretically

The results are expected to be used as guidelines in linguistic studies especially in implementing a language into sociolinguistics and also as an input to the use of slang words as disclosure of something like opinion, an expression that is easily understood by others than the K-pop community.

2. Practically

From practically, provide information about English Slang Words from comments that exist on the k-pop twitter community. For readers, the results of this study can explain the hidden culture owned by English Slang Words.