

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, research question, aims of the study, significance of the study, conceptual framework, and previous study.

1.1 Background of the Study

Language is a system of symbols that people use to express thoughts and feelings to one another as well as to communicate. Wardhaugh (2006) expressed that language is 'what the members of a particular society speak'. Then, Suwandhi (in Revita, Marsidin, & Sulastris, 2023) defines language as a human device and is used to interact with others. The existence of language can facilitate us in interacting and socializing with our environment. Language can also reflect the social, cultural and political development of a country's society. Language has an important role as a communication tool, a symbol of one's education, a symbol of power, legal power, and marketing media (Rabiah, 2018). The writer also argues that it can be used as a medium for cultural exchange between regions and between countries, and a medium for learning science. The most widely utilized language now is English.

English has been the dominant language from the past to the present. According to Mampuono (2022), English is a universal language that is utilized for worldwide communication in a variety of industries, including business and technology. English plays a significant part in the industry 4.0 era since it is the language of information and sciences. In other words, English is an international communication tool. English has a great influence on the languages of other countries, including Korea. Many countries, including Korea, use English words. Especially in this modern era and we have gone through several events so that new vocabulary has emerged. The limited vocabulary in a country requires the

country to adopt vocabulary from other languages. Since English is an international language, countries will refer to the new vocabulary in English. This is called borrowing words and the borrowed word is called loanword.

Borrowing is the act of creating new vocabulary by taking words from one language and using them in another without changing their original form. As stated by Heath (1993, in Hudson, 1996), *“Another way in which different languages may become mixed up with each other is through the process of borrowing”*. Therefore, a word or phrase borrowed into another language is called a borrowing. According to Haugen’s theory, borrowing words come in three varieties: loanword, loanblend, and loanshift. Loanword is a term that is taken from its source language and used in the target language without modification. Loanwords were classified into three types: (1) loanword with none phonemic substitution, (2) loanword with partial phonemic substitution, and (3) loanword with complete phonemic substitution. Loanblend is a borrowed word formed by combining two or more foreign words from different languages to form a new word. Then, loan shift is a borrowed word whose use or meaning can change.

In Korean, English words are often used nowadays, especially in comics. Generally, English words are used to replace vocabulary that does not exist in Korean, but now English words are used because of a trend among young Koreans. The English words used can vary according to the theme of the comic. In comics that carry the theme of the beauty world, English words that are often used are in the naming of cosmetics, such as the word 메이크업 (*meikeueop*) which means makeup, 마스카라 (*maseukara*) which means mascara, 틴트 (*tinteu*) which means tint. English words used in everyday life are also quite common in comics, even among young Koreans, such as 키스 (*kiseu*) which means kiss, 릴렉스 (*rillekseu*) which means relax, 리스펙 (*riseupek*) which means respect. This illustrates how Korean society's social dynamics and cultural trends are influenced by English.

The words like *meikeueop* and *kiseu* frequently occur in informal situations, such as friend conversations or discussions on lifestyle-related topics. Furthermore, loanwords can also be utilized to describe a laid-back attitude or to create a romantic conversation setting. This occurrence demonstrates that loanwords are used as a social expression instrument that reflects identity, position, character relationships, and cultural adaptability in addition to being used as a vocabulary filler.

This is in accordance with the SPEAKING theory of Dell Hymes, which emphasizes the significance of social situation understanding in language analysis. According to Hymes (1974), both the setting and the genre are shaped by the situation, thus being a part of the context. For example, loanwords like *tinteu* and *maseukara* are used more frequently in social situations related to the beauty industry in the True Beauty Webtoon. These settings represent practical necessity while keeping to modern trends. On the other hand, in order to demonstrate moral support and solidarity, friends frequently utilize terminology like *fighting* or *respect* in their conversations in school settings. This demonstrates how social values and interpersonal interactions developed in a social setting, in addition to the physical surroundings, have an impact on language.

In this research, the writer will focus on the types of English borrowing words used in Korean comics. Digital comics have become more popular than printed comics in this era of the internet, and Webtoon is the most popular platform for providing digital comics. Webtoon is a platform that provides original comics from South Korea. The writer took research data in a Webtoon comic entitled *The Secret of Angel (True Beauty)*. *The Secret of Angel (True Beauty)* was first released on Webtoon in 2018 by Yaongyi creators. This comic tells the story of a girl who hides her true face behind makeup. This is because she often gets unfavorable treatment from her schoolmates. Her makeup is so attractive to many people, she became a beauty vlogger. This comic is very popular in various countries, especially in Indonesia, so this comic was made into a series in 2020 with the title *True Beauty*. This is the reason the writer used a digital comic from

the Webtoon platform entitled *The Secret of Angel (True Beauty)* as the object of the research.

The existence of this research can help understand types of English borrowing words in Korean language and situations that use borrowing words. This study may also provide new information about the Korean language. In addition, this study may bring practical benefits to Korean language teaching, especially in terms of understanding the differences between English and Korean in terms of alphabet and understanding of loanwords. The writer hopes the research can contribute to the development of science, especially in the field of linguistics and language research.

This research focused on English borrowing words in True Beauty Webtoon. The aim of this study is to comprehend the way loanwords are employed in specific social situations by applying Dell Hymes' SPEAKING theory to examine social situations and Haugen's theory to categorize loanword types. The topic concentrates on sociolinguistics, loanword types, and social contexts of loanword use rather than delving deeply into language contact theory.

1.2 Research Questions

To further know about English borrowing words in the webtoon and keeping the writer's research within the research scope, the writer determines that the following issue is the study's main focus based on the background above:

1. What are the types of English borrowing words used in Webtoon entitled *The Secret of Angel (True Beauty)*?
2. In what situations are English borrowing words used in the Webtoon entitled *The Secret of Angel (True Beauty)*?

1.3 Aims of the Study

The writer has aims of the research based on the research questions:

1. To find the types of English borrowing words used in Webtoon entitled *The Secret of Angel (True Beauty)*.
2. To analyze the situations that use English borrowing words in Webtoon entitled *The Secret of Angel (True Beauty)*.

1.4 Significance of the Study

The main aims of the study are to identify and clarify the various kinds of borrowing words and the situations that use English borrowing words in *The Secret of Angel (True Beauty)* Webtoon. This will be accomplished by applying the theories of Dell Hymes for social situations and Einar Haugen for borrowing word types. The writer intends for readers to gain a deeper grasp of borrowed words and social situations in webtoon by analyzing both of those things.

This research can provide several benefits which are classified into theoretical and practical. Theoretically, the research can help understand the types of English borrowing words in Korean, and understand the situations that use English borrowing words in Webtoon entitled *The Secret of Angel (True Beauty)*. The writer expects that this study will serve as a dependable source of data for further research. This study may also represent a fresh advance in the fields of semantics and sociolinguistics, particularly in relation to borrowing words and social situations.

Practically, this study provides information about the influence of English on popular culture in Korea, contributes to Korean language teaching, and can be used as a reference for other writers who want to study English loanwords, especially in Korean. The study provided the writer with great experience in improving writing abilities and developing linguistics, particularly sociolinguistics in relation to loanwords.

1.5 Conceptual Framework

This research focused on English borrowing words in True Beauty Webtoon. The aim of this study is to comprehend the way loanwords are employed in specific social situations by applying Dell Hymes' SPEAKING theory to examine social situations and Haugen's theory to categorize loanword types. The topic concentrates on sociolinguistics, loanword types, and social contexts of loanwords. The writer applied both theories to answer the research questions.

The writer used the first theory, Haugen's theory of borrowing words, to categorize all of the types of loanwords found in True Beauty Webtoon. Three categories of loanwords are distinguished by Haugen: loanword, loanblend, and loanshift. These categories facilitate the capacity of the writer to categorize data according to the type and the level of Korean adoption of English loanwords.

Dell Hymes' SPEAKING theory, that concentrates on communication factors, is the second theory that will be utilized to analyze the social situations in which loanwords are used. A group of communication components, including Setting and Scene (S), Participants (P), Ends (E), Act sequences (A), Key (K), Instrumentalities (I), Norms (N), and Genre (G), are collectively referred to as communicating. The mentioned components aid the writer in investigating how social situations impact word choice, particularly with regard to English loanwords in Korean found in True Beauty Webtoon.

By integrating the two theories, the writer aims to identify the different kinds of loanwords and examine the social situations in which they are employed. It is expected that the study's outcomes would offer new perspectives on English loanwords that represent prevailing cultural patterns in Korean society.

1.6 Previous Study

Several researchers have examined topics related to this study. Anggraeni (2021) discussed the types of English borrowing words. The data was collected from a few Indonesian-language informatics engineering articles chosen by the researcher. The findings revealed: (1) Loanword, 20% (first article) and 35% (second article), (2) Loan blend, 80% (first article) and 65% (second article), and (3) Loan shift, 0% for both articles.

Cahyani (2019) discussed word formation in Konglish. The researcher collected data from a Korean learning book called Korean Dictionary (Indonesian version) by Kang Hyoun hwa published in 2018. The results show that the borrowing process is more dominant, accounting for about 52, 5% of 400 words found. The transition was not found in this study.

Sangsarai (2021) discussed the types of English borrowing words on application. The results show that transliteration is more prevalent at 94.12% or 96 data points out of 102 total data points, while loan blend is occasionally used at 5.88% or 6 data points out of 102 total data points. Then there are three very popular topics in Thai that use English loanwords: celebrities, movies, and TV shows. English loan words were used by 23.56 percent of Thai Twitter users for celebrity opinions (24 of 102 words), 15.69 percent for movies and dramas (16 of 102 words), and 8.82 percent for music and art (9 of 102 words).

Situmorang et al. (2024) used Dell Hymes' SPEAKING theory in the sociolinguistic aspect to analyze speech act events in a video on the YouTube account "Main Hakim Sendiri." The findings demonstrated that the SPEAKING model's application to speech act events was successful in examining speech act communication within a humorous framework.

Najiyah, et al. (2019) used Dell Hymes' SPEAKING theory to analyze the speech act events in the television program "Katakan Putus." The purpose of this study is to comprehend the speech act occurrences in "Katakan Putus." The

findings demonstrated that every component of SPEAKING theory—Setting and Scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, and Genre—was fulfilled by the dialogue in the television program.

Hidayatullah & Romadhon (2020) examined speech act events in an Ngobras event with the Dean of FKIP UMUS Brebes. The aim of this study is to use SPEAKING theory to characterize the speech events that took place during the event. The findings demonstrated that all eight SPEAKING components were satisfied by the speech act occurrences in the event. The study demonstrates that speaking events are constantly connected to the field of education, including lectures.

Both this study and the previous studies have similarities and differences. Anggraeni (2021) shared theory and methods, namely Haugen's loanword theory and descriptive qualitative methods, indicating that this journal article is highly relevant to the research to be conducted. Cahyani's (2019) study on Konglish word formation has similarities in its discussion, namely English absorption words in Korean. Sangsarai (2021) shared similarities with the writer's research, namely English loanwords. Situmorang et al. (2024), Najiyah, et al. (2019), and Hidayatullah & Romadhon (2020) are similar to the current study, which employs Dell Hymes' SPEAKING theory to analyze conversations from a sociolinguistic perspective.

The distinction between Anggraeni's research and the writer's study is in the object of study. Anggareni (2021) used a technical article as a research object, whereas the writer's research will focus on Webtoon comics. Then, a field of study is a distinction of Cahyani and the writer's research. Cahyani (2019) focused on morphology, whereas the current research focused on sociolinguistics. Subsequently, the writer's research and Sangsarai (2021) applied different theories. The writer utilized Haugen's approach, whereas Sangsarai (2021) employed Lohakart's loanword theory. The object of research is also different. Sangsarai's research object is the topics frequently used by Thais on Twitter. In the

current research, webtoon comics are used as the writer's research object. Situmorang et al. (2024) has a different object. In Situmorang, the research is focused on a conversation in a YouTube video, whereas the current study focused on digital comics. The writer then employed digital comics as the research object, whereas Najiyah, et al. (2019) selected a television program. Similarly, Hidayatullah & Romadhon (2020) focused their investigation on the Ngobras occurrence.

