

CHAPTER I

INTRODUCTION

In this chapter, there are several parts which are related to introduction. They are background of research, statement of problem, research objectives, research significance, definition of key terms, and previous studies.

1.1. Background of Research

Language is a symbol of the speech sound system that is used as a tool to communicate by people. The functions of language are as a communication tool to convey ideas, messages, intentions, and opinions to others. In its use, language is divided into several parts, they are official language, colloquial language, and slang (Fishman, 1975 : 6)

Slang is considered as informal style of language which is used by people in certain community. It may be the form of single word, phrase, or sentence that is outside the standard usage and may consist of both newly coined words, phrases, and sentences which can bring new or extended meanings attached to establish terms. Slang words usually can be found on movies, songs, lifestyle pieces, and people columns (Adolof : 2014 : 6) .

Nowadays, the development of technology is increasing rapidly. People all around the world use technology to deliver the message. To deliver message they surely use language. Technology brings people to applicate language on social media. Through internet networks and the site, people can be communicating with people with different language, variation, and accents. One of language variation is slang. When people write the captions on social media, they surely use slang words because social media is the realm of informal situation.

The use of slang words is increasingly growing rapidly in the community because it is considered a typical language of young people. In the modern era, the use of slang words is widely in the realm of social media such as Twitter, Instagram, and YouTube. On Twitter and Instagram, slang words are used in caption writing, whereas on YouTube, slang words are usually spoken and then uploaded in video form or better known as vlogs. On YouTube vlogs the vloggers are focussed on the types of slang words like publicity slang, society slang, and internet slang. But on the social media caption like twitter and instagram caption, people are focussed on the forms, function, and meaning of slang words itself. For example is LOL is the type of acronym of slang words which means Laugh Out Loud. People use LOL for expressing something funny in the informal situation.

This research is more focused on slang words on Instagram caption because Instagram is widely used by people in the world. Based on Kumparan (2017), there are around 750 million active users of Instagram in the world, as well as a means of uploading photos and videos online where interesting captions can be written. Furthermore, based on Putri (2013 : 14), instagram developed from the word instant and telegram. Instagram is the kind of social media platform that can deliver photos with captions instantly, so the information can receive fastly. One interesting caption on Instagram is the use of slang words.

One of the instagram accounts that uses a lot of slang words is Kim Kardashian instagram account. Kim Kardashian is a social media influencer, socialite, model, and businesswoman who comes from the United States. Her Twitter and Instagram followers have reached hundreds of millions people, so that she becomes a social media influencer, especially on Instagram. Because of Kim Kardashian's popularity, people came to know Kardashian's slang which is mostly found in slang dictionaries such as UrbanDictionary. But there is a small part of Kardashian's iconic slang words, which is a new language created by The Kardashians, like 'okurr' which means okay. therefore, the researcher is interested in researching Slang Words Used in Kim Kardashian Caption on Instagram account.

1.2.Statement of Problem

Kim Kardashian's Instagram account is an account owned by Kim Kardashian West, a beauty vlogger, celebrity, model, and social media influencer who is famous around the world especially in America. Her followers reached 211 million people, so she becomes the trendsetter for young people around the world especially in fashion and language. Kim Kardashian who included The Kardashians has their language variation called 'The Kardashian's Iconic Slang Words' which has absurd, fancy, unique, and ambiguous words that usually not used in formal situation. According to background of research, the researcher can make several questions in resolving the research problems in the use of slang words in Kim Kardashian's Instagram account. There are some research questions based on the analysis:

1. What types of slang words are used in Kim Kardashian Caption on Instagram?
2. What are the functions of slang words used in Kim Kardashian Caption on Instagram?

1.3. Research Objectives

Based on the research questions above, the researcher focusses on the types and function of slang words in Kim Kardashian caption on her Instagram account. The research is aimed at :

1. To identify the types of slang words in Kim Kardashian Caption on Instagram.
2. To explain the function of slang words in Kim Kardashian Caption on Instagram.

1.4. Research Significance

Significance of the research is divided into two main parts; there are theoretically and practically (Marshall and Rosman, 2006).

1. Theoretically

The researcher hopes that this research is able to enrich the researcher's comprehension about slang words and also to understand what is the types of slang words and what is the function that contained in slang words in Kim Kardashian Caption on Instagram.

2. Practically

This research is important to be observed because nowadays slang words are used by people around the world, especially in social media as social language, it can be used to get information about slang words especially the types of slang words and the function of slang words. The research hopefully has some benefits for all students, especially for English Department student. From this research, they expected to be able to apply their knowledge in daily language, especially in making captions in social media as an informal occasion. On the other hand, hopefully this research can be used by next researchers as a reference material who are interest in analyzing slang words.

1.5. Definition of Key Terms

1. Slang Words

Merriam Webster states that slang words is the kind of peculiar words which include informal nonstandard vocabulary, composed typically of coinages, arbitrary changed words, and extravagant, forced, and facetious figures of speech. Slang words also known as teenagers words.

2. Instagram

Merriam Webster states that Instagram is an internet website which includes social media photo-sharing application which was acquired by Facebook in 2012. Instagram allows users to edit the photos and write down the captions through the mobile application.

3. Captions

According to Merriam Webster, captions can be defined as the part of a legal document that shows where, when, and by what authority it was taken, found, or executed. On social media, captions can be defined as the explanatory comment or designation accompanying a pictorial illustration.

4. Kim Kardashian

According to Wikipedia, Kim Kardashian is the social media influencer, American socialite, model, actress, and businesswoman who comes from America. Her full name is Kimberly Noel Kardashian. She was born in Los Angeles, California, on October 21st, 1980. Her baptismal name is Hephzibah. She graduated as a lawyer from Marymount College in Los Angeles, USA. She is Kanye West's wife and she has four children: North West (a daughter), Saint West (a son), Chicago West (a daughter), and Psalm West (a son). Now, she has focused on her makeup products named KKW Beauty.

1.6. Previous Studies

The previous reading about slang words that the researcher first read from Klymenko (2018) which analyzed "Twitterverse : The Birth of New Words". This research aims to identify the forms of slang words that used in Twitter, divided into several main parts, they are derivation, compounding, blending, abbreviation, and analogy. Each form of slang words in Twitter established new words on Twitter captions like tweetology.

(derivation), a buzzing tweet compounding), (twapplications (blending), RT/ retweet (abbreviation) and twitterbox (analogy).

The second is the research by Anis (2019) which analyzed “Slang Words used in Instagram caption”. This research aims to identify several types like acronym, variation, word manufacture, and so on. The caption on Instagram divides into several types above. Captions on instagram didn’t focused in an account, but the researcher focused on random account. The function of slang words based on this research divided into several parts, they are to enrich the language based on new words, to reduce serious conversation and to ease social intercourse .

The third is the research by Munawaroh (2019) which analyzed “ Slang Language Used by Teenage Vloggers” . This research aims to identify Teenage vloggers mostly use three types of slang words, they are publicity slang, society slang, and internet slang. for examples are gonna, gotta(society slang) LMAO, LOL (internet slang), and Harley Davidson, Adidas (Publicity Slang).

The differences between previous research above is using only Kim Kardashian account is the object of research didn’t using instagram account randomly, The researcher also analyzes slang words using sociolinguistics. First, the researcher will use Patridge theory which divided twelve types of slang words. Second, the researcher will use Allan and Burrige theory which divided the function of slang words into seven functions, and the researcher will use Lyons theory which divided the meaning of slang words in seven types of meaning as the sub of functions of slang words.