

CHAPTER I

INTRODUCTION

The first chapter of this study discusses some parts that are related to the introduction which examines the overall scope of the study. Starts with the background of research, statement of problem, research objective, research significance, and ends with the definition of key terms.

1.1. Background

Social media is a form of electronic communication, where users build online communities to share information, ideas, personal messages, and other content. Everybody in the world uses social media to interact with each other. Their different language background does not prevent them from interacting with people from different countries. They are free to use any language on social media. It allows people to be able to keep socializing, connecting and discussing online. Social media is intended as a place for users to easily express themselves. Therefore, people, especially teenagers, often use social media to express their communication skills using any form of language, such as slang word. Slang word is always been typical of teenagers' language. We can find slang words on any type of media, not only mass media but also social media. There are many social media used by people on the internet including Youtube, Instagram, Twitter, Facebook, and TikTok.

TikTok is one of the booming social media in recent years. Reported from Oberlo.com that uploaded in 2022 there are more than 1 million active users every month and this is what makes tiktok as one of the seven most popular applications. There are many slang words that used on social media TikTok. With so many users from various circles on social media TikTok, more and more new languages will appear which will then become language trends. On the community platform, people have created new slang words and other new vocabularies that can confuse other users, especially people who use English as their second language. Therefore, it considers the researcher in grouping types and the function of slang words.

The slang word 'for your page' which is often shortened to the word 'FYP' is one the slang word that first appears on social media TikTok. This word is used a lot on the TikTok hashtag. Thus, the video they are putting on a TikTok can appear on the stamp page of others who are both using TikTok. The FYP term was evidently a new slang language made by the TikTok user and became a common slang used by society. It means that when an individual applies language in a new way to express something, they may be creating a new slang word.

Language varieties is language systems that are distinguished based on certain factors. People will use different variations of language depending on the situation they are in, whether they have to use formal or informal language. There are many kinds of language varieties that can be classified based on the existence of social diversity and the function of activities in society. Mc David categorizes the language variation based on three categories, they are; a. Regional dimension, b. Social dimension, and c. Temporal dimension. Meanwhile, Chaer categorizes

language variation based into four criteria, including; a. variation in terms of speakers, b. Variation in terms of user, c. Variation in terms of formality, and d. Variation in terms of mean. According to Chaer one of the language variation categories of variation in terms of speech is slang.

Hartman and Stock (1972:165, as cited in Putrawan et al., 2020) stated that slang is a variety of speech characterized by newly coined and rapidly changing vocabulary, used by young or social group for communication. This means that slang is used by certain circles which are very limited and may not be used by or outside the group (HP & Abdullah, 2012). Slang has a propensity toward a sociological view of the phenomena, the view is embraced among others, and ultimately considers slang as a means of social identity and unity within a society stated by Mattiello (2008, as cited in Manurung et al., 2020). Therefore, the researcher argues that slang is a variety of language used by certain groups in society and used in informal situations. Slang is colloquial language used to convey the flavor of language. Slang is mostly used in informal situations because it is often not acceptable in formal situations.

The emergence of slang is one form of language variation where its use is caused by several factors. Slang emerged because of the need for self-expression of teenagers and even other people to show themselves in society (Safika, 2020). It can be said that many factors cause the use of slang words among the community, especially among the public, but some of them are not only because of the environment but also social media factors and others. The use of slang words should require limitations because if they are too frequent, they can reduce the sense for

the main language. Not many people are aware that their identity is slowly fading away. This causes confusion in the language because the emergence of this slang can spread quickly among the community, especially teenagers.

According to Chaer & Agustina (2004) language can be studied internally and externally. To be studied internally is to examine internal factors in the language itself using linguistics. While being studied externally is an examination through external factors such as an assessment through the use of language by speakers in social groups and it is not only used in linguistics but also used in other studies. This means that when we analyze language externally, we will indirectly use two disciplines at once. Therefore, the researcher uses a sociolinguistic approach in analyzing this research about slang.

According to Malabar (2015) sociolinguistics is a branch of linguistics that is interdisciplinary with sociology and the object of research is the relationship between language and social factors in a speech community. Meanwhile, according to Kridalaksana (1947, as cited in Chaer & Agustina, 2004) sociolinguistics is a branch of linguistics that seeks to explain the characteristics of language variations and determine the correlation of the characteristics of these language variations with social characteristics. It can be concluded that sociolinguistics is a study that compiles theories about the relationship of society with the use of language. Sociolinguistics examines all issues related to the social organization of language behavior, not only concerning language use, but also language behavior. Pateda (2010) stated that in sociolinguistics, we learn social aspects with language activities.

There is a meaning for every slang words found on TikTok. However, some words cannot be found in the dictionary and are not understandable by some people or who do not use social media, especially TikTok. Therefore, this will make it difficult to understand and to interpret the meaning of slang words. Furthermore, in interpreting each of these slang words, the researcher will use a semantics approach to analyzing the meaning contained in it.

Semantics is a branch of linguistics that studies meaning (Verhaar, 2010). Harnish (1994:540 as cited in Trimastuti, 2017) stated that semantics is a discipline which, speaking loosely, deals with certain relations between expressions of a language and the object (or “states of affairs”) ‘referred to’ by those expressions. Indeed, semantics is a study of language which defines meaning related to language use in a social context. Semantic as a branch of linguistics has the same position as other branches of linguistics, that is why in Semantic book by Saeed (2016) it is stated that linguistics is incomplete without semantics.

By using these theories, means that there are several steps to analyzing the meaning of words, especially slang word. Hence, the research in this case requires more understanding to get the maximum results. Indeed, this is not the first time that slang has been researched. There have been many types of research related to this object that can be comparison and reference.

The first research is an English journal that has been conducted by Zuraida and Nur (2021) entitled “Investigating Indonesian Slangy Words on TikTok Comments”. This research discusses (1) the morphological processes; (2) the characteristics; (3) the function of slang used in the comments of Indonesian

netizens on TikTok. The data source of this research is the social media TikTok. It is taken from the comments of Indonesian netizens on TikTok. The result of the study is that Indonesian netizens often used slang words in commenting on the videos posted on their pages. There are 40% of clipping, 40% blending, and 20% of the backformation of the morphological process of the slangy words found in the data. The characteristics of the slangy words are creative 20% and creative and fresh 80%. Then, the function of using slangy words found in the data is to pursue self-identity 100%. The difference in the research with this previous study is this study concentrated on various slang words and not focused on native English slang words that are used by Indonesian netizens. Meanwhile, this research will focus on native English slang words that are used by people from different parts of the world.

The second is a thesis by Selviana (2021) entitled "An Analysis of Slang Words Used In "Toy Story 4" Movie Script". In her thesis she has analyzed and used Allan and Burridge's theory, the purposes of this research are to analyze the morphological aspect which focused on the word formation process, and the sociolinguistic aspect, which focused on social factors and dimensions that influence the use of slang words. The researcher more on finding out slang words used in Toy Story 4 Movie, the types, and the functions of slang words.

Regarding the differences from the previous research that has been mentioned above with the research that the researcher will adopt different objects. In the previous study, the object of research is a literary work in the form of a movie script entitled "Toy Story 4", while this study will be done using social media which is the TikTok platform as the object of research.

The third research has been conducted by Saputri (2021) entitled “The use of Slang words on the captions Kim Kardashian's Instagram account”. The method which is used by the researcher is the descriptive method. The data source is taken from the caption of Kim Kardashian's Instagram account. The researcher concludes that (1) There are twelve types of slang words that are used by Kim Kardashian on her Instagram captions, such as cockney slang words; (2) The functions of slang words that are used by Kim Kardashian on her Instagram captions are to address, to show intimacy, to initiate relax situation, to express impression, to form intimate atmosphere, and to achieve meaning such as conceptual meaning, collocative meaning, social meaning, affective meaning, connotative meaning, reflective meaning, thematic meaning.

The similarity and difference between the previous and present studies are that the previous study used the same object of research that is social media but used a different theory in analyzing the object of the research. In the previous study, she used the theory of Partridge in analyzing the type, and the theory of Allan and Burridge in analyzing the function of slang words. Meanwhile, this study used the theory of Allan and Burridge in analyzing the type and the function of slang.

The researcher seems to be interested in analyzing slang word which is trending on Social Media, especially on TikTok. The reason the researcher chose the social media TikTok was because the tiktok application focuses on uploads in the form of videos, in contrast to the twitter application which specializes in written posts. Likewise with Instagram, although Instagram currently has a reels feature, this still has a difference where the maximum video duration of TikTok is longer

than Reels. This is a critical distinction and will affect the flow of content across each platform. TikTok does have more options to choose from, so researchers will find it easier to research the use of slang on social media by seeing and hearing directly from its users so that the results can be more accurate and certain.

The researcher is interested in the problem to analyze slang words on TikTok that will be studied externally. It is based on what the researcher did in analyzing the slang word and tried to explain the slang word using a sociolinguistics and semantics approach. The researcher choose slang words to investigate because nowadays slang word is increasingly being used in daily life conversations, especially on social media which then has the impact of becoming a phenomenon of language creativity. Social media that is now getting more users due to internet access that has developed and has been chosen by researcher as an object is TikTok which is widely used by people around the world.

Based on the case, those data that have been described above, the researcher had an intention to conduct research on “The Use of Slang Words on Social Media TikTok in 2022”. Various problems found in this research will be solved and answered by using some related theories. To get a detailed discussion and deeper understanding, the researcher used the theory of Allan and Burridge in determining the types and the function of using slang words, and the theory of Leech used in determining the meaning of a slang words.

1.2. Statement of Problem

Life today requires people to constantly look at social media, that we can keep in touch with each other, and be up to date on anything in the world. Tiktok which is one of the social media has been released 6 years that would enable people to get all of that. Down to the present, TikTok application is still widely used by all in various countries. People who use TikTok application often use slang in every post from the creator's content. However, not everyone can understand the slang that is often used in this TikTok application. Unfortunately, to be able to understanding the slang in the Tiktok application requires more effort. This is because in TikTok application we cannot get a translation into slang so it is rather difficult for the general public to understand. Therefore the researcher tries to explain related to the slang used by people in the TikTok application by making this research. With that, the audience can understand all the slang that people often use on this TikTok application.

Based on the background of problem can be formulated into the research questions as follows:

1. What are the types and meaning of slang words found on social media TikTok in 2022?
2. What are the functions of slang words found on social media TikTok in 2022?

1.3. Research Objective

The object of research is the object that is observed in an investigation and must be studied, thus, that the problems found can be solved in a study (Silalahi, 2018). In this research, as stated in the problem statement mentioned above, analysis of the trend of slang words on TikTok in 2022 has the following objectives, as follow:

1. To identify the types and meaning of slang words are found on social media TikTok in 2022.
2. To explain the function of slang words are found on social media TikTok in 2022.

1.4. Research Significance

The crucial statements written in this paper are expected to explain why this research is needed, including two types of significance of this study.

This research is theoretically expected to support theories related to slang words. Therefore, this research can have benefits, especially in the advancement of science which is a source of study and reference that can provide theoretical and empirical information to readers or to researchers who will conduct further research about language development and can reproduce existing literature review sources.

Furthermore, this research is practically conducted in order to provide research benefits for the society, the further research, and the researcher they are:

1. For Society

The researcher hopes that this research can be used as a source of information and understanding to the audience in the field of sociolinguistics, especially in the discussion of slang words. Then, that they can know about the existence of extensive use of slang words in everyday life, and can use them appropriately. In addition, this research is also expected to help readers, especially TikTok users and the general public, to acquire new languages and better understand English slang words on social media, especially on TikTok.

2. For Further Research

The researcher hopes that this research can be useful for future research to be used as learning materials and references when conducting further research regarding the focus of this study.

3. For Researcher

The researcher also hopes that this research can be used as a learning medium for researchers who have positive values that can help improve the experience and knowledge of researchers related to language development, especially those directly related to sociolinguistics in the form of slang.

1.5. Definition of Key Terms

In order to avoid confusion and misunderstanding, the researcher conduct some key terms to provide a brief explanation, which are as follows:

- a. **Slang:** slang is a type of language that consists of informal social language words and phrases, commonly used by people who have relationships or people in a certain group. It is widely used by young people when talking to their peers. This slang language is also dynamic and will continue to change because it can be influenced by other language.
- b. **Social media:** social media is a digital platform that allows users to carry out social activities such as socializing, having opinions, and discussing. Hence, that people can continue to communicate with each other and be done online.
- c. **TikTok:** TikTok is a social media application that allows users to create, watch and share short videos of 15-60 seconds in length. This application released in September 2016 and developed by the Chinese company ByteDance. In addition, they can also write captions on the videos they upload, and comments on other.