CHAPTER I

INTRODUCTION

The first chapter of this study explores various aspects of the introduction, which looks at the broad scope of the study, which consist of subchapters on the background of the problem, statement of problem, research purposes, research significances, previous study, definition of key terms, conceptual framework and organization of writing.

1.1 Background of Problem

Social media platforms have become essential venues for individuals to express themselves, connect with others, and engage in various sorts of engagement in the modern era of digital communication. Instagram, as a prominent social media network, provides a lively environment for users from many backgrounds to share their experiences, thoughts, and feelings. The language used in these encounters, especially those directed at prominent individuals, has become an intriguing area of study, illustrating the dynamic character of social language diversity.

This study explores the use of slang in the comment section of the Instagram account of Millie Bobby Brown (@milliebobbybrown), an actress and model who is world-renowned for her role as Eleven in the Netflix sci-fi drama series Stranger Things (2016). This study focuses on the various background of the followers of the account by revealing that Millie Bobby Brown's followers, which affects the language and slang used in the comments. The popularity of certain slang terms can be influenced by Millie Bobby Brown, due to the social media platform she uses.

Slang is a sort of speech variation that is regarded aberrant or non-standard in comparison to an assumed standard language (Asif, 2015). It is distinguished by its link with certain social groupings and is frequently seen unfavorably by people who use standard English. Slang is one of the linguistic types commonly employed by young people, especially in everyday conversation and social media. Budiasa et al., (2021) also said that slang has grown popular among teens, with social media playing a role

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in its dissemination. Slang is an informal language used by a certain group of individuals, particularly teenagers, to interact with one another (Habibiloyevna, 2021). A term or phrase that is popular with a certain group of people or in popular culture is considered to be slang. Slang is a frequent sort of language because the speech style is defined by linguistic codes unique to a generation or group (Yusuf et al., 2023). Slang usage evolves over time due to cultural and social changes, with social media and information technology aiding its propagation. Slang represents language evolution as linguistic innovation, where individuals create new words to communicate ideas and experiences. It is often formed in response to societal beliefs, trends, or social conventions, reflecting or responding to these changes.

Slang in social media is a type of linguistic variation used to communicate more readily and quickly inside a certain social group. It is distinguished by informal and frequently transient words or phrases intended to develop or sustain social identity or cohesion within a group (Trimastuti, 2017). The rapid spread of slang on social media platforms is largely due to the rapid evolution of technology. This study aims to explore the social settings and implications of slang terms, focusing on language patterns, cultural allusions, and social dynamics found in Instagram comment areas. Understanding slang usage in this context is crucial for scholars, practitioners, and social media users, as it provides a deeper understanding of online communication and helps in interpreting and interacting with user- generated material. Examining the terminology used in comment sections can reveal user preferences and fan-celebrity interactions. Teenagers who identify with certain social groupings and who wish to communicate their objectives as a means of self-affirmation, self- expression, and self-realization frequently employ slang language (Budiasa et al., 2021).

Social media sites have evolved into the world's largest virtual community, where individuals exhibit the characteristics of their language, their feelings, how they conduct a social media discussion, share their thoughts, opinions, and so on (Lestari, 2020). The advent of the internet and its attendant variety of social media networks has resulted in an exponential development in new sorts of written language (Saha, 2019).

In contemporary social theory, identities are dynamically formed qualities of persons or groups that develop via speech and social behavior rather than fixed attributes of people or groups. The language that is used on social media may also be seen in terms of social interaction and language use. Understanding the lingo used by fans in comment sections on famous accounts can reveal their relationships and fandom expressions. However, due to technological advancements and societal shifts, language usage in comments has changed significantly. Overall, social media has significantly impacted communication on these platforms.

1.2 Statement of problem

This study examines substantial changes in language usage, particularly slang use, in a social media environment, specifically on the Instagram platform, with the goal of exploring significant changes in the way language is used, particularly in a social media setting. Changes in syntax, vocabulary, phrases, or word meanings are examples of this. Slang is one example of this substantial transition, in which non-conventional or non-standard terms or phrases are employed in everyday speech. Instagram, for example, is a social media platform where users can engage, share information, and communicate online. This environment enables users to connect with individuals all around the world and exchange various forms of information, including as text, photographs, and videos. Changes in language use in this environment, as a result, have a profound influence on how we communicate and engage online. According to this survey, social media users, particularly the younger generation, utilize slang more frequently. In an endeavor to identify with a certain group or follow a particular trend, the younger generation is frequently the pioneer in adopting and developing new slang. As a result, the usage of slang in the context of social media is a topic worth investigating since it impacts a sizable section of the platform's user community.

From the statement of problem in this study above, the researcher concludes that there are two questions that will be the main focuses on this study, they are:

1. What are the forms of slang in the comment section on Instagram @milliebobbybrown?

2. How do comments of slang by @milliebobbybrown followers in the comment section on Instagram reflect social language variation?

1.3 Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To identify forms of slang in the comment section of the @milliebobbybrown Instagram account

2. To find out how the utilization of slang in the comments section of the @milliebobbybrown Instagram account reflects social language variation among her followers.

1.4 Research Significances

1.4.1 Theoretical significances:

1. Contribution to the field of sociolinguistics: This study will make an important contribution to the field of sociolinguistics by delving deeper into the use of slang in the context of social media, particularly on @milliebobbybrown's Instagram account. It will help understand how language reflects and shapes social identity in online communities. This study can be an important reference for sociolinguistic researchers interested in language and social identity in social media.

2. Linguistic theory development: This study uses linguistic theories such as Allan Burridge's (2006) slang theory and Ronald Wardaugh's (2006) theories to analyze the language variation. The results of this study can help in the further development and understanding of the slang phenomenon, especially in the context of social media. It can provide new insights into how language changes and develops in online communication.

1.4.2 Practical Significance:

This study is intended to make better Understanding in Managing Social Media Accounts. For social media account owners such as celebrities or influencers, this study can provide a better understanding of the language and slang used by their followers. This can help them communicate more effectively with their followers and understand how language use can affect their online image and identity.

1.5 Previous Study

Given the importance of slang studies in language development, some writers have conducted slang research. The first related study is a journal article entitled "Gotchuu! The Use of Slang in Social Media by Generation Z" by Yusuf et al., (2023). In this research, the authors describe how Generation Z uses slang on social media, especially in WhatsApp groups. According to the survey, there are five forms of slang and seven purposes, with acronyms being the most commonly employed. The journal suggests that Generation Z employs slang to increase the closeness of their WhatsApp discussions.

The second related study is an under graduated paper entitled "An Analysis of Slang Words Used in Social Media" by Trimastuti, (2017), from Polytechnic of Piksi Ganesha Bandung. The research explores the use of "alay language" in electronic media and social platforms, highlighting its impact on communication methods and language usage. The research, based on qualitative data, reveals that "alay language" is a slang variety used by specific groups, leading to errors in Bahasa Indonesia and suggests minimizing its use.

The other related study is a journal article entitled "An Analysis of Slang Language Used in Teenager Interaction" by Nuraeni et al., (2021), from Sultan Ageng Tirtayasa University. In this research writer explores slang language usage among teenagers using document analyses and questionnaires. It reveals acronyms as the most common type, followed by clipping, coining, compounding, and imitation. Seven

reasons for slang usage include enriching language, promoting friendliness, being different, easing social interactions, reducing seriousness, and having fun.

While past studies have provided significant insights into the usage of slang in many situations, the proposed research has unique limitations linked to the targeted platform (Instagram) and celebrity account (@milliebobbybrown). Existing research focuses on the usage of slang in social media or electronic media in general, such as WhatsApp groups, without a particular emphasis on Instagram comments addressed at a celebrity, and does not explain how slang might represent social language variation.

Therefore, the highlighted research need is the necessity to explore and comprehend the features, kinds, and reflections of slang on social language variation utilized in Instagram comments on renowned celebrities' accounts such as @milliebobbybrown. This study will contribute to a more focused understanding of social language variance among Instagram followers of a certain celebrity, addressing a setting that has not been well addressed in the existing literature. It focuses on Instagram comments aimed at a popular public figure, offering insights into language's role in social expression, identity building, and community membership. The findings could have implications for communication studies, linguistics, and social media studies, highlighting the complex link between language use and social interactions.

1.6 Definition of Key Terms

This section is offered to provide a general description of essential words that will aid in understanding the conceptual underpinning of this study.

1. **Sociolinguistics:** Sociolinguistics is the study of our everyday life - how language functions in informal conversation and the media we are exposed to, as well as the existence of society norms, regulations, and laws that address language (Wardhaugh & M. Fuller, 2015).

2. **Slang:** Slang is defined as a non-standard slang language used in daily communication by specific social groups or teenagers (Sulaeman, 2019).

3. **Social Media:** According to Manning, (2014), social media is a term that is frequently used to describe new forms of media that involve interactive participation.

4. **Language Variation:** Variation in language use among speakers or groups is a significant factor in pronunciation, word choice, and grammatical patterns, and is a major concern in sociolinguistics, as variation often drives language change (Heidary & Pooria Barzan, 2019).

1.7 Conceptual Framework
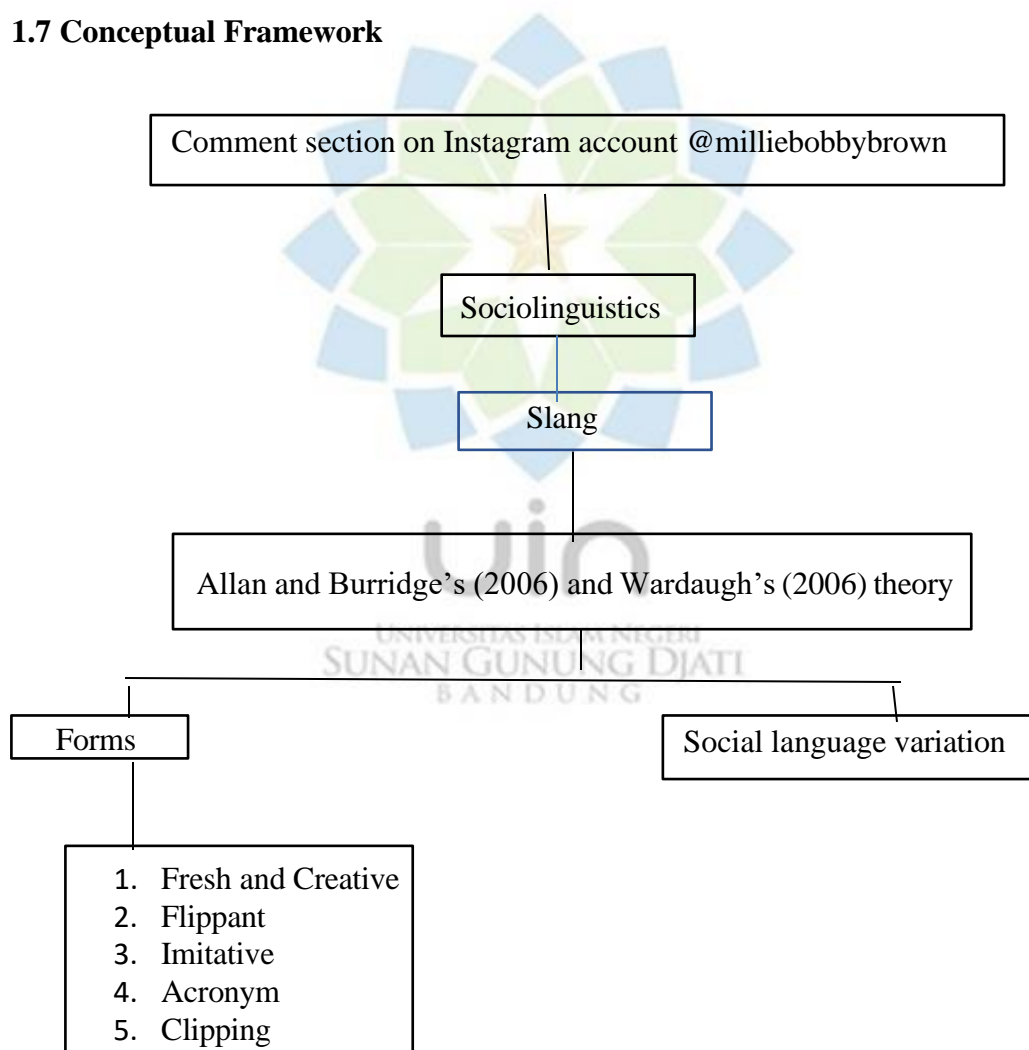
The study proceeds with the assumption that slang is a dynamic linguistic phenomenon used by specific social groups, such as youth or fans of a celebrity like Millie Bobby Brown. It aims to investigate the various forms of slang used in comments and how these forms reflect social language variations among followers. This conceptual framework provides a structured approach to understanding and analyzing the phenomenon of slang in the context of social media, connecting sociolinguistic theory with specific forms of slang and their implications for social language variations.

1.8 Organization of Writing

This study is divided into five chapters, those are:

a. Chapter I

This chapter explain introduction to the study by explaining the background of problem, statemen of problem, research purpose, research significance, previous study, definition of key terms, conceptual framework and organization of writing.

b. Chapter II

This chapter discusses the theoretical foundations. That is explaining the theories used in this study, including language, sociolinguistics theory, language variation Wardaugh's (2006) theory, form of slang Allan and Burridge's (2006) theory, and Instagram features.

c. Chapter III

This chapter presents the methodology used in this study. That is includes research design, sources of data, technique of collecting data, and technique of analyzing data.

d. Chapter IV

This chapter is an explanation and discussion of finding of data. This chapter includes analysis of data found forms of slang using Allan and Burridge's

theory, how the slang can reflect the social language variation using Wardaugh's theory, and method discussed in the previous chapter.

e. Chapter V

This chapter contains conclusion and suggestion for further research so that future researchers can be even better.