

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of The Study**

Appearances of slang words languages become major factor in the development of modern languages. Development of local cultures are revolutionizing the spread of these particular language styles. Furthermore, initial technology such as social media places slang words as the most used medium in using the languages (Liu et al., 2023). It created a style of communication which is frequently conveyed and adopted by certain communities. It also suggests common slangs are interrelated with terms originating from everyday conversation (Kamilevich, 2023). The stereotypical slangs is to identity one's social position within society. The language reflects connetion such as conveying certain words are signals of community membership. The cause of their emmergence is distinguished by contextuall discussion where speakers adopted certain slang related to their social affiliation and lifestyle (Gupta et al., 2019). They are the stylistic identity of the individuals by speaking certain slang terms and placing them in contextual topics of conversation (Rezeki & Sagala, 2019).

Communication of slang words serves as an inormal english communication method that holds idioms as well as vocabulary categoized as lively than ordinary language (Lutviana & Mafulah, 2021). The procedure of communicating commonly utilizes unusual brief message which works for people who basically uses media social entirely. Another technology such as podcasts obtain the information they require due to its simplicity in discussing an intended topic. Extensive research on

podcasts conducted on studying how the relationships among speakers are intertwined in their language speaking (Nypadymka & Hudy, 2020).

Recently, slang is now utilized on social media platforms like YouTube (podcast) in addition to casual speech. Men and women alike are becoming more and more popular YouTubers. YouTube has become the go-to social media platform for individuals these days, especially young people, which is why the researchers chose it as the topic of their study (Holmbom, 2015). Researchers also looked at this topic to see whether there were any disparities in language use between men and women because slang is a linguistic variant and all languages can be enhanced occasionally (Jeresano & Carretero, 2022). Furthermore, as time has progressed, it has evolved into a means of communication for interpersonal interactions. because individuals can freely exchange ideas and communicate. Thus, societal usage can give rise to slang terms (Hou, 2019).

The distribution of slang words in casual discussion could be used to identify a specific theme with different context. Material study conducted by (Amir & Azisah, 2017) did a pertinent analysis wherein they concepted the slang used by university students in daily conversation. The findings demonstrated that college students copy and adapt some slang terms from online pop culture, including western films and music. The slang employed in specific contexts, whether professional or informal, as well as the person with whom they are speaking and consideration for the elderly (MacLennan, 2016).

One website where one can find information in the form of audio and visual videos is YouTube. YouTube may be used to upload and distribute videos

worldwide in addition to being a place to search for videos (Ohiagu & Okorie, 2014). There are many different types of material on YouTube, including news, music, how-to videos, events, and more. English is one of the many teaching and learning resources that are presented in this media. Downloading educational materials in the form of eye-catching graphics and audiovisuals is quite simple (Tolunay & Ekizler, 2021).

The author selected an interview with Rich Chigga, a well-known figure in the music industry, conducted by Joey Franchise in order to look more closely at the usage of slang terms in online media. This study aims to investigate the usage of slang in the video interview. It also attempts to interpret the levels of slang that the interviewee, Rich Chigga, used in his conversation with the host, Joey Franchise

## **1.2 Problems of The Study**

Referring to the explanations of research background, the researcher formulated the questions with the following:

1. What types of slang word are used in the video interview Rich Chigga with Joey Franchise?
2. What are the reasons of used slang words in the video interview Rich Chigga with Joey Franchise?

## **1.3 Objectives of The Study**

1. To identify the types of slang word are used in the video interview Rich Chigga with Joey Franchise

2. To explain the reasons of using slang word in the video interview Rich Chigga with Joey Franchise

#### **1.4 Limitation of The Study**

The limitation of this study is based on only types of slang words identification based on theory of (Allan & Burridge, 2008) that were used in the podcast video. Furthermore, in explaining the reason of slang words usage specifically is analyzed by employing theory basis of (Zhou & Fan, 2013). The particular reason is to discuss the study specifically without adding irrelevant discussion to the studied research formula. Furthermore, the primary object is aimed only at both speakers' podcast video with their contextual discussion.

#### **1.5 Significances of The Study**

This research has two significances that explain in two ways, there are theoretical significance and practical significance.

##### **1.5.1 Theoretical Significance**

Theoretical, this study hoped to enrich the knowledge of reader about sociolinguistic, especially about the slang word in the video interview context.

##### **1.5.2 Practical Significance**

Practical, the purpose of writing this study are to describe slang word, to identify based an analysis of slang word used in video interview context. This study expected to provide insight to the readers in learning sociolinguistic field, especially about slang word.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

The literature review, research concepts, and applied theories are the three sub-chapters that the researcher will present in this chapter. Five literature reviews from a few earlier studies were used to differentiate this investigation. Additionally, concepts describes the contextual research theme discussion with the selected data source. Lasly, chosen theories will explain the answer of this research problem.

#### **2.1 Review of The Related Literature**

In order to differenciate this study, researcher conducted literature review based on previous relevant studies. Initial study entitled “An Analysis of Slang Words Found in “After We Collided” movie” examined by (Kasitha & Ardiantari, 2022) inspects the frequent use and types of compounding and clipping slang words in the movie, emphasizing the importance of understanding slang to facilitate better communication and social interactions. Another similar study could be found within another data source discussing about slang words.

The further study initiated by (Umam & Purnianda, 2022) written as “Slang Words and Their Morphological on Jeff Kinney’s “Diary of a Wimpy Kid”” analyzed the slang expressions and their morphological formations in the novel, categorizing slang based on its types and formation processes with selected theories and method. explores the significane and various type of slangs used predominantly by teenagers in different contexts, highlighting the different methods and theories employed by researchers to analyze slang words in movies.



We could view another slang usage in similar area such as social media in the next study.

Study conducted by (Siahaan & Christian, 2021) written as “Slang Word in Song Lyrics by Billie Eilish on “When We All Fall Asleep, Where Do We Go?”” scrutinizes the usage of Slang Words in Billie Eilish’s pop music, revealing a similar result with the fourth study where slangs are intended for expressing singer’s emotion contained within the lyrics and holding certain meaning. All of the collected previous studies generally examines slang words in similar region with different theme and context.

Modern song consists of playful lyrics written by the singer, for instance such study conducted by (Budasi & Bhuwana, 2020) entitled “Slang Words Formation Found in The Lyrics of Drake’s Songs” describes the appearance of slangs in a song lyrics created by a notable rapper, Drake. It is revealed that slangs are functioned to emphasize the meaning of singer’s intention as well as catches every rhyme within the song and therefore it is purposed to enhance the artstyle. Similarly, slang words usage could be also examined in different artist.

Final related study of slang words are mostly found in social media platforms, as revealed in a study by (Saputra & Marlina, 2019) read with “an Analysis of Slang Words Used by Instagram Account Plesbol” where the meaning of slang words conveyed in the posting captions, implying that the admin’s intention to engage the audience globally without using formal language. This type of slang

is derived from Internet slang, which also influence another correlate sector such as music artwork.

The studies shared common objectives in identifying types and meaning of slang words. Collectively examine the types, meaning, and formations of slang words accross different media context. Employing various qualitative methods and theories as well as relevant to this study as they provide a foundational understanding and methodological framework for analyzing slang words on Youtube channel Joey Franchise. In summary, the distinction emphasizes the study's unique contribution to understanding slang within the context of contemporary digital media platforms.

## **2.2 Concepts**

The concepts or key terms associated with this study are discussed in this section. It also attempts to keep the reader from becoming sidetracked when reading research by helping them develop a solid knowledge of the topic. They are as follows: *Slang term, Podcast, YouTube*.

### **2.2.1 Slang Word**

Slang words utilizes idiom english language which holds a casual message and unordiniary language characteristic. Moreover, it is a common communication method used by certain society influenced by the development of technology (Lutviana & Mafulah, 2021).

### **2.2.2 Youtube**

One of the technical resources that combines the components of an audiovisual learning environment is YouTube. It may spread information in an entertaining and engaging way, making it user-friendly, free, appropriate for young learners, and frequently utilized in language acquisition. It is regarded as one of the most effective interactive audio-visual websites due to the entertaining and captivating content that fosters meaningful learning interactions.

### **2.2.3 Podcast**

As a popular cultural phenomena, podcasting is expanding quickly, providing listeners with access to aural-based discussions. In addition to Edison Research's most recent data, 73 million Americans listened to podcasts in the month prior, and they listened to seven podcasts on average each week (Edison Research, 2018). Due in large part to the 2014 podcast phenomenon *Serial*, which was downloaded over 80 million times in its first six months (Mallenbaum, 2015), traders and legacy media companies with broadcasting-related commercial interests have expanded their commercial interests in podcasts quickly, bringing with them capital logic and professional standards. Over the past ten years, podcasting has become more and more visible, and this growth has been directly attributed to the market dominance of Apple's digital platforms—namely, the iOS mobile operating system, the Apple Podcasts directory, and hardware like iPods and iPhones. For instance, according to Blubrry (2017), a podcast hosting company, over 56% of all the podcasts it hosted in 2017 were downloaded or accessed via Apple devices. Following



years of requests, Apple started providing its users with limited podcast use data in late 2017 (Kafka, 2017; Webster, 2017). The potential reach of this medium has been further expanded by the recent integration of podcasts into the music services of other large tech corporations, such as Google and Spotify. Podbean, Blubrry, Libsyn, and other podcast hosting businesses have grown to be significant participants in the podcasting industry by providing podcasters with extra production services and data analysis.

### **2.3 Theories**

The types and meanings of slang are related to these ideas, which are used to examine the data discovered. Two primary theories are applied in this study. The first theory put forth by Allan, & Burrige, (2008) was utilized to examine the various slang word types discovered in the data. Restricted Terms. Taboo & Language Censorship. Secondly, Zhou, & Fan, (2013) offered a theory. The Uses of Slang Terms and Expressions in Society. The meaning of slang words found in the data source is explained and analyzed using Zhou, & Fan, theory.

#### **2.3.1 Types of The Slang Word**

Referring to the theory developed by (Allan & Burrige, 2008), five slang words are identified namely fresh and creative, flippant, imitative, acronym, and clipping. The following explanation can be described below.

### 2.3.1.1 Fresh and Creative

Slang words are lexically state-of-the-art of modern language and annually developed. Numerous slangs are identical for listeners with specified reason of its existence within the medium. For example: *nuts*.

### 2.3.1.2 Flippant

Conveyed slang words consists of more than two vocabularies and unrelated to the denotative meaning are categorized as Flippant. Additionally, flippant slangs are mostly directed towards negative impact. For example: *dawn, fuck, ass, jeez*.

### 2.3.1.3 Imitative

Similar slangs which purposed to imitate an existed common English word is considered as Imitative. It is trimmed from the actual word in order to conveyed it rapidly. For example: *kinda, Dat stick, mess, bite, catch, tight, fly, brethren, sick, super, yo*.

### 2.3.1.4 Acronym

Most of slang words holds a long phrase and required to be shorten, therefore it is abbreviated to quickly spoken. Acronym is similar to Imitative type with the difference of longer phrase such as *EDM (Electronic Dance Music)*, *BMF (Baddest Mother Fucker)*, and *MTV (Music Television)*.

### 2.3.1.5 Clipping

Several words are only spoken from the ending or cut to shorten the pronunciation, it is categorized as Clipping which holds familiarity with Acronym

with the difference in its phrase's measurement. For example: *bicyecle (bike)*, *refrigerator (fridge)*, *doctor (doc)*, *laboratory (lab)*.

### **2.3.2 Reason of Using Slang word**

Certain speaker conveys slang words in a certain discussion with the purpose of matching the exact language with the context of the discussion. Citing from the theory of Zhou & Fan (2013), there are socio-economic aspects that initiated speakers in using slangs. The main function is connected to interpersonal communication with three reasons, namely:

#### **2.3.2.1 Pursuit of Self-Identity**

It is used as a semiotic meaning to split professional groupings in society along lexical and ideological lines. The language and idioms used by communicators to express ideas are closely associated with the norms of the people within a certain social group. For example: *dat stick*, *freestyle*, *fly*

#### **2.3.2.2. Emotive Feelings**

The speaker's behaviour through the emotional function reveals their attitude towards their subject. Slang help people communicate in a way that reflects their psychologically related feelings. For example: *shit*.

#### **2.3.2.3 Achieving Politeness**

The establishment of da particular mood or the upkeep of social relationnships are facilitated by appropriate slang usage. The strong justification is incomplete without slang, which is frequently employed in informal settings. For example: *unboxing*.