

CHAPTER I

INTRODUCTION

A. Background of the Study

As social creature, people could not be separated from influences of others, and almost all of human activities are connected to other people. They interact with other people in social context. In interacting with other people, they use language, it is as the most complete and effective communication way to convey ideas, messages, intentions, feelings, and opinion. In other words, without language they cannot communicate to each other and they will get difficulty in communication.

Sociolinguistics concerned with investigating the relationship between language and society with the goal of being a better understanding of the structure of language and how language functions in communication (Wardhaugh, 2000:12). The definition above can be inferred that language and society is so closely related.

Language relates to the culture and social system by community who used the language. It can cause differentiation of diction between some areas with another. In addition, it will produce the variation of language from the social status, level of education, the different type of social interaction, the different areas, and the complex community.

Language varies from one social group to another social group, from one situation to another situation, and from one place to another place. The variation shows that every speaker does not speak the same way all the time. Language

variation indicates that the speakers are distinct from members of other groups (Finegan, 2008:330).

There are many variations of language, and slang is a part of language variation. A slang word becomes the part of language variation because of the need to adapt to new or different aspects of society and factor of social prestige. It even becomes popular among young people. Slang is informal words or phrases and commonly used in speech between people from the same social group or who work together, it is not suitable for formal contexts and is often not in use for long.

Slang is also as a particular way of speaking, a variant of language usage, a situation dependent communication code which is defined first of all by the attitude of a speaker or rather, the use of which is the expression of an attitude. Creativity and innovation feature out standing in most definition, along with temporary and transience (Holmes, 2001: 167).

The use of slang usually formed in removal of one or more letters in a word, or even a change in sound and meaning. The word has an important role in the language. A person who does not study about linguistics may say that the word is the smallest component in the language, but in fact the word itself has several processes to become a word. The processes are called the word formation processes. Word formation is one of the discussions in morphology discussing about how word can be formed in a language in this world. There are some types of word formation such as coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronym, derivation and multiple processes (Yule, 2010).

In this modern era, where technology rules the world, people's languages develop the following technology for example internet; people are free to communicate with other people with different styles and accents of language. In this online communication, especially social media, people usually use many styles or slang words to communicate with each other. Nowadays, people cannot be separated from social media which is an online platform that people use to build social networks or social relations with other people who share similar personal, activities, and backgrounds or real life connections.

Social media has many different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social media such as Facebook, Twitter, Instagram are several kinds of social media that are popular now (Manning, 2014).

Instagram is a social media that allows someone to post a photo or video. There are many accounts on Instagram that supplied a source of news or information and a source of entertaining. Instagram is an application that allows users to upload photos or videos to the service. Users can follow, like, and comment other users to add their content to a feed and also users can add some caption, comments and location when users post a photo or video.

There is one favorite Instagram account that has many followers; it has been called as 9GAG. It has started the company under 'Go Fun the World' with the intention of creating an alternative online platform to email on which users could easily share humorous photos, memes, gifts, and videos. This account has 22,2 million

posts, 51,5 million followers, and 30 following. There are many comments from the followers in each post updated by 9GAG Instagram account, a comment is a short phrase or sentence which usually responds the posting. Users may write whatever they want for the comments. Because of this, the rule of language is not obeyed and may cause a style of language.

According to preliminary data about slang words formation processes in an Instagram account on November 2019, there were some examples that can support the data as presented below:

@yshorya_boo : anyone wanna talk DM me, I'm bored

@jorge_pc03 : @elke2393 you need this ASAP!!!

The comments happened when 9GAG instagram account posted the video about the person who used the mask and he opened his mask but he showed another mask in his face. So, the people gave the comment about the video. There were some examples of word formation processes of slang words such as wanna, DM and ASAP.

The word of wanna as a part of word formation processes of slang words that could be categorized as blending which is combining two worlds become one word with deleting material from one or each word. It contained term 'wanna' with complete sentence "anyone wanna talk DM me, i'm bored". The word of wanna is a short form of the word want + to.

DM and ASAP as a part of word formation processes of slang word that could be categorized as Acronym. In the example above, it contained term 'DM' with complete sentence "anyone wanna talk DM me, I'm bored". DM means direct

messages between 2 people in social media such as Twitter, Instagram, Facebook that has sent and received messages directly and confidently without known by others.

ASAP means as soon as possible. It contained term 'ASAP' with complete sentence "you need this ASAP!!!" This word could be categorized as Acronym because we know that acronym is new words formed the initial letters of a set of other words. Another example as presented below:

@noaccessinternet : @dimasyafa_your favor

@joeyintehnicolor: @paramrammOmgkai decides to become a basketball player!

The comments happened when 9GAG instagram account posted the video about the dog played a ball in the garden on December 2019. There were some examples of word formation processes of slang words such as favor, Omg, basketball, and player.

Favor is a part of back formation. In the example above, it contained term 'favor' with complete sentence "your favor". This word could be categorized as back formation because it is specialize type of reduction processes to make a new word by delecting actual affix other word in a language. The word of favor from favorite.

Besides that, Omg is a part of acronym because it is new words formed the initial letters of a set of other words. In the example above, it contained term 'Omg' with complete sentence "Omgkai decides to become a basketball player!". Omg means oh my god. Basketball is a part of compounding because it is combination of two separates words to produce single form. Basketball derived from Noun+Noun.

The word of player is a part of word formation processes of slang word that could be categorized as derivation because it is the processes to be found in the production of new English words. And the word of 'player' is new English words from Verb to Noun : play + er = player.

There have been some studies related to slang words. Sheryllia (2019) studied about word formation in slang word meanings in caption on lambe torah Instagram account. The researcher used the theory from Yule (2006). She collected the slang word on caption of lambe torah Instagram account posts during Januari 2018. The word formation process that formed slang word that found as data were borrowing, coinage, acronym, blending, and reduplication.

Marantari (2016) conducted a research about word formation processes on slang words used by teenager in Blackberry Messenger. She used a descriptive qualitative method and by using the theory from Yule (2006). She found ten kinds of word formation: those were coinage, borrowing, compounding, blending clipping, backformation, conversion, acronym, derivation, and multiple processes.

Pradianti (2013) analyzed the use of slang word Among a junior high school students in everyday conversation. She found that there were eleven groups of morphological processes in this study. Coinage was the most frequently used, followed by blending and borrowing. There were some reasons of using slang words, namely students want to say something in easy way, show their anger, make other people confused, and want to have fun and laugh.

Muhartoyo (2014) conducted a research about English slang words in informal communication Among Students of English Department on Binus University. He found more than half of respondent said that the reason behind the usage of English slang word was to cut down the time when talking texting, even they used slang word they still used standard English when they do conversation. The respondents used coinage, compounds, acronym, clipping, back-formation but an acronym as one of favorite types of slang word.

Mustafa (2015) studied about word formation processes in everyday communication on Facebook. He found the participants used three most common word formation processes such as clipping, acronyms, abbreviation and blending in everyday communication on Facebook. Abbreviation found as the most common word formation processes among the three features.

The data sources of previous studies above took from social media group, university and school. Therefore, this study was being different. It would be focused on slang word term taken from the follower's comments in 9Gag Instagram account that becomes one of the most popular forms of humor on social media. In this current study, the researcher categorized slang words based on word formation theory of Yule (2010). In conducting this study, the researcher focused on slang words formation processes in an Instagram Account.

B. Identifications of Problem

The problems in this study were formulated through the following question:

1. What are the types of word formation processes that occur in the slang words used in an Instagram Account?
2. How are the factors causing the use of slang by the followers in an Instagram account?
3. Why do they use the slang words as they are?

C. The Objectives of Study

Based on the problems of the study, the objectives of the study were as follows:

1. To find out the types of word formation processes that occurs in the slang words used in 9Gag Instagram Account
2. To describe the factors causing the use of slang by the followers in an Instagram account
3. To explain the reason of the slang words used in 9Gag instagram account.

D. The Scope of Study

This study focused on slang words formation processes in the follower's comment in an Instagram account especially 9Gag. This study was conducted by using the theory from Yule (2010) and by using descriptive qualitative method. The researcher used Partidge (2004) theory to get the reason why the slang words used by follower of 9Gag Instagram account. The researcher choosed three

months latest posts updated by 9GAG Instagram Account. It has 245 comments from the followers of 9Gag instagram account during November 2019, December 2019, and January 2020.

E. The Significance of Study

1. Theoretically

This study was expected to provide information to the readers, especially the students in order to improve the knowledge about word formation processes of slang words and to help the readers of all levels of knowledge who want to get many examples of word formation processes in slang words.

2. Practically

The findings were expected to be useful for the researcher who are interested in making research related to this study and as a comparison for the research on the same topic or as the resources for their research

