

CHAPTER I

INTRODUCTION

A.The Background of Study

Language develops and always changes. Language changes throughout space, social groups, and time. The changes vary because of the fact that new words are created from generation to generation. In line with this phenomenon, Non-Standard English is also developing. The non-standard variety of a language is any version of the language that differs from standard, from slight changes like slang and regional dialect to varieties so different that they are functionally a separate language. Holmes (2001: 183) states that slang belongs to vocabulary area and reflects person age. Slang becomes the privilege of the youth and considered uncommon by an older person in general. In addition, slang belongs to the identity of a particular group.

Another definition is from Allan and Burridge (2006: 69); they give definition of slang as the marker of some group of people. The examples are communities shared experiences such as being groups of children at certain school, become particular social groups such as hookers, junkies, jazz, musicians, or professional criminals. Slang is kind of speech variety. Speech variety, or language variety, refers to any distinguishable form of speech used by a speaker or a group of speakers. Linguistic features of a speech variety can be found at the lexical, the phonological, the morphological, or the syntactical level of the language (Dai & He, 2010)

The use of slang is increasing in music lyrics especially in Hip Hop. Hip Hop songs also use lots of slang words. This phenomenon occurs because most of the singers or target writers are young people. Using Standard English lyrics will make songs that sound stiff and boring. Mattiello (2008) said that slang is social cultural practice that speakers privilege for such social purposes as being on the same speech-level with one's audience, facilitating social intercourse, and inducing friendliness or intimacy.

Slang is commonly used to prove special identity, becoming popular, to get conversations that are easier and simpler. In other words, slang is used to make simple conversations and the speaker will free speech. Slang can be found easily in movies and songs. Meanwhile, "Rap" or "Hip Hop" genre is well known for the slang that used. Frommer and Finegan (2004) wrote slang terms are often found in movies and music reviews, lifestyle pieces, and people columns.

In this research, researcher is interested in analyzing the use of slang word in Rich Brian's album : *Amen*. Rich Brian is one of Rap Singer who is Indonesian and now quite well known in International music, Rich Brian. Rich Brian is a boy who grew up in Indonesia and is now popular with listeners of hip hop music in the International. Researcher is interested to Rich Brian due the fact that he learnt English by himself or autodidact, and when he released his his debut single "Dat \$ tick" on February 22, 2016, the song launched an international success after a reaction video was released, featuring American rapper Ghostface Killah, 21 Savage, Tory Lanez, Madein TYO, Desiigner and many more. Since the official music video for the song was uploaded to his YouTube account, the video has

been watched more than 110 million times. *Dat Stick* track being the gate for Rich Brian to develop and spread his music into Hollywood and was being one of well known rapper among Hip-hop music listeneres. In this time, Rich Brian has released about one Album "*Amen*" and one-coming soon-album "*Yellow*", nine singles as the lead artist : *Dat Stick*, *Dat Stick (Remix)*, *Who That Be*, *Seventeen*, *Back At It*, *Gospel*, *Crisis*, *18*, *History* and three songs as the featured artist : *Turbo Thot 3000*, *Midsummer Madness*, and *Zombie*.

B. The Problem of Study

The followings are the problem of this research:

1. What types of slang are used in Rich Brian songs?
2. How is the word formation of slang in Rich Brian songs?
3. Why are the slang used in the way they are?

C. The Objectives of The Study are:

1. to investigate the types of slang used in Rich Brian's album "*Amen*"
2. to elaborate the word formation of slang word used in Rich Brian's album "*Amen*"
3. to reason the use of slang used in Rich Brian's album "*Amen*"

D. The Scope of Study

The scope of this study is limited to the use of slang word in Rich Brian's first album "*Amen*" within this title comprising several songs namely *Amen*, *Cold*, *Occupied*, *Introvert*, *Attention*, *Glow Like Dat*, *Trespass*, *Flight*, *See Me*, *Enemies*, *Kitty*, *Little Prince*, *Chaos* and *Arizona* which existed some usage of slang word.

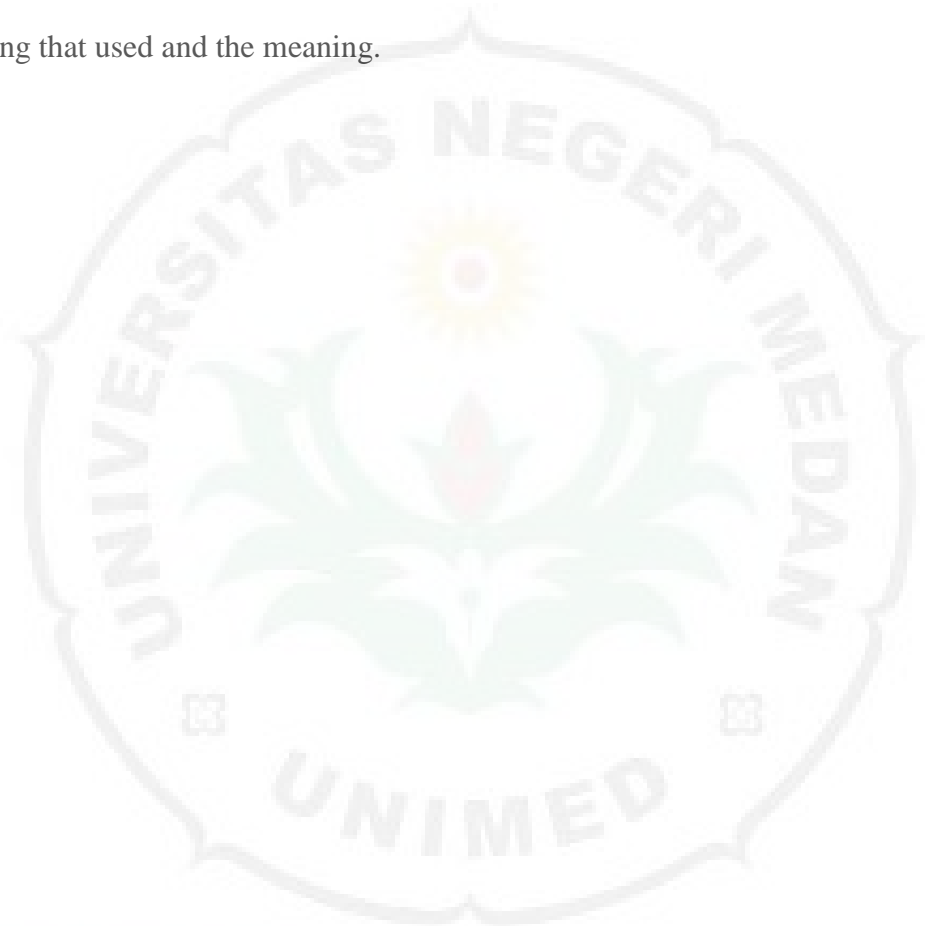
E. The Significance of The Study

This study is expected to be useful for :

1. The student of English Department who are interesting in doing further study research related to study. Because discuss about slang have relation with the linguistics, or this is the sub field of brunch of linguistics such as Pragmatics, Semantics and Sociolinguistics. So, it is interesting to discuss get known about slang.
2. The result of the study will beneficial for lecturers, especially those who teach sociolinguistics subject focusing on slang as one of language variation. The lecturers can enlarge their understanding about slang in terms of the kinds and the meaning of slang words.
3. For the further writers, the result of this study is expected to assist them in conducting the research in contact with sociolinguistics subject, particularly slang as a language variation. Also, it can be used as a reference for the writer who are

interested to conduct a research related with sociolinguistics subject, especially about slang in different ways.

4. The listeners of Hip Hop songs especially Rich Brian songs to understand about slang that used and the meaning.



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