



ANALYSIS OF YOUTH LANGUAGE IN THE GERMAN CINEMA FILM “DAS SCHÖNSTE MÄDCHEN DER WELT”

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Abstract--The aim of this research is to find out all the youth languages in the German cinema film "*das schönste Mädchen der Welt*". This study helps German lecturers and German students understand the language of young people. This research was conducted by qualitative data analysis by Miles and Hubermann. The data in this research are words, phrases, sentences and dialogues in the film "*das schönste Mädchen der Welt*". This research is carried out in the library at the Faculty of Languages and Arts at Medan State University. According to Bahlo's theory, 117 youth language was found in the film. 51 youth language expressions belong to the lexica. 29 youth language expressions belong to the morphology. 26 youth languages have semantic shifts and 10 youth languages belong to syntax and routine construction and one youth language belongs to group-wide discourse phenomena. These 117 youth languages are spoken 373 times in the film. 73 of them are used as a contact formula. 180 times are used as conversation control and organization, 54 times as partner criticism and 66 times as expressive formula in the film.

Keywords: *youth language, cinema film, the film "das schönste Mädchen der Welt"*

INTRODUCTION

Today, young people are heavily influenced by the media. Media not only influence behavior, but also the language used by young people. Young people have their own way of communicating with each other and building their own language systems. This language is called the youth language and plays a very important role in youth life. This language is used as a means of communication and self-expression in their environment. German as one of the foreign languages in Indonesia also recognizes youth language. This language is very popular with young people and most of the German students are still in the youth category. Youth language is also often used in German lessons. For German lessons, this means taking up youth language as a relevant topic and implementing it in textbooks (Wichmann, 2016: 668). Youth language can be used both word of mouth and through social media such as songs and films. Nassenstein (in Erastus, 2018: 3-4) claims that technology, music and popular films also play a role in youth language. Youth language can be found in films, especially films on the subject of youth life. As is well known, films can also be used as learning media, including German lessons.

In the youth language, however, the words are often difficult to understand. The youth language is often influenced by the style of hip-hop and foreign languages, especially English, and it also often uses abbreviations. This can be easily understood by other teenagers who live in the neighborhood and speak the same language. But it becomes difficult for those who do not come from the same environment, let alone do not speak the same language. Youth language is often confused and difficult to understand because it has its own meaning. In addition, youth language has a function that depends on the context in which it is used. For example, the young people could say "*blödi*" as a greeting between young people, even though it is actually a swear word. In this case, the word "*blödi*" shows intimacy as a fellow youth. In another context, the word "*blödi*" could be a term that expresses resentment or insults someone. This shows that someone is angry or upset about something against someone. Androutsopoulos (1998: 481) also makes a similar analogy to the word "*arsch*". For example, "*arsch*" could be used very differently. It can be a friendly greeting as well as swear words or strangers, namely all organizers



who ignore the local scene in favor of foreign bands.

Not only the function, but also the characteristics of the youth language is very diverse. Some of the words used are seldom heard in learning but often appear in learning media such as films, videos and books. For example, the word “*downloaden*” is a verb that is formed from English or the word “*klaro*” with the addition of the suffix -o. In addition, the existence of youth language in the media opens up new areas of investigation. Nassenstein (in Erastus, 2018: 6) explains that the practice of youth language in the digital space is still largely unexplored and therefore consists of a very large new field that offers various possibilities for investigation. Therefore the author is interested and considers it important to find out the function and characteristics of the youth language in the film. This investigation will provide clarity about the functions and characteristics of youth language in a film so that German students will understand more precisely the situation in which youth language is used in German. One of the most famous German films is “*Das schönste Mädchen der Welt*”. This film was released in 2018 and is a romantic German musical comedy. This youth film is chosen because it tells about the life of the youth and their love story. It's about the lifestyle of the youth, like hip-hop and abuse. This is very relevant to the aspects to be examined.

LITERATURE REVIEW

The concept of youth language

Neuland (in Bahlo, 2019) emphasized that youth language belongs to the more dynamic varieties of the overall system. This is confirmed by Czernin (2017). It defines youth language as a language that has to change constantly, because only if it is newly created and emotionally charged in each generation will it remain attractive. According to Henne (in Androutsopoulos 1998: 33), youth language denotes specific ways of speaking and writing with which young people pursue their language profiling and thus a piece of identity. In order to give a systematic overview of the characteristics, we consider the levels of lexicon, word formation, semantics and syntax. Since this study focuses on the youth language conveyed by the media, the characteristics must then also be limited.

According to Bahlo (2019), the following are the formal characteristics of media-conveyed youth language. First is Lexical. Lexicon level was strongly influenced by various domains, e.g. fashion, media and music. Second is morphology. Morphology includes composition, derivation, short word formation and creative word formation. These important aspects must be taken into account in the characteristics of youth language. Third is semantic shifting. Youth language shifts and expands the meaning. Many of youth language have semantic shift. Fourth is syntax and routine construction. Online social media influences this trait, like hastags and mentions. Fifth is cross-group discourse phenomena. Young people's language based on discourse phenomena can be found in digital media, especially with the help of photos, design elements or emojis and adds the chosen profile picture or hastags used (Bahlo, 2019: 106).

Androutsopoulos (1998: 510-518) distinguishes four functional groups of routine formulas in youth language. The first function is as a contact formula. Contact formula is associated with opening and ending a conversation. This function can be a swear word that is used as a greeting. The second function is to control and organize discussions. This function is used to get the listener's attention. Different formulas mark the introduction of a new topic or the conclusion of a topic contribution. The third function is as an expressive formula. Youth language can express the speaker's emotion, such as pain, joy, or enthusiasm. The last function is as partner criticism and behavior control. This function is usually aggressive because of the validity of something.

Youth language and media

Media is one of the factors that strongly influence youth language. The media are very influential trending domains. The influence of globalization and also the development of science and technology have an impact on the development of youth language (Indrayanti, 2015: 128).



Bahlo (2019: 92) takes an example in social media that, due to anglicism, raises new verbs such as *liken* and *facebooken*. This is confirmed by Neuland (in Mere, 2017: 24). She stressed that media consumption and knowledge already have a resource for adolescent language use. Young people refer to their media experiences in a playful, often critically ironic way. There are many media that influence the language of young people, e.g. the lyrics of the songs, short films, youth magazines,

The concept of the film

According to Strauch (2016: 15), film is obviously to a large extent a time art and complex audiovisual texts. Due to the appearance of reality in the photographic image, due to the impression of reality of the representation, the film urges completion by an acoustic accompaniment of the optical information (Hickethier, 2012: 101). Film is one of the media that is popular with young people today. Today, film is undisputedly the most important medium of social communication. It also forms a large media industry network. Television shows around 12,000 feature films annually, not counting countless television films and series episodes (Hickethier, 2012: 1).

One of the famous German youth films is "*Das schönste Mädchen der Welt*". This film was shown in German cinemas on September 6, 2018 and received a rating of 7.2 from IMDb (Internet Movie Database, <https://www.imdb.com/title/tt7776838/>). This youth film is a romantic German musical comedy and won 2 prizes out of 4 nominations. The film was directed by Aron Lehmann and the script was written by Jufy Horney and Lars Kraume. With a duration of 103 minutes, this film shows the story of a young person named Cyril (played Aaron Hilmer) who falls in love with Roxy (played by Luna Wedler).

RESEARCH METHOD

This research uses a descriptive qualitative method because the nature of the data disclosed is the form of sentences and descriptions. The qualitative method is as a research method that generates the descriptive data in the form of words and observed behavior. This study describes the characteristics and functions of the youth language in the film "*Das schönste Mädchen der Welt*". The data in this research are words, phrases, sentences and dialogues in the film "*Das schönste Mädchen der Welt*". The data source for this study is the film "*Das schönste Mädchen der Welt*" by Aron Lehmann. This film was released in 2018. This research is carried out in the library at the Faculty of Languages and Arts at Medan State University.

This research uses the data collection technique of Miles and Hubermann (2014: 10-11). The steps are explained as follows:

1. The first step is to watch the film. The whole film is viewed in full.
2. All words, phrases, sentences and dialogues in the film are recorded in writing.
3. The youth language used is identified and marked.
4. The expressions of the youth language in the film are arranged in a table

The technique used in this study is qualitative data analysis by Miles and Hubermann (in Sugiyono, 2013: 246-252). There are 3 steps to analyse the data. These are:

1. Data reduction. This research reduces data by selecting important data, creating categories, and discarding unused data. Important data are data that belong to the youth language. The characteristics of youth language are treated according to the theory of Bahlo (2019) and the function of youth language is treated according to the theory of Androutopoulos (1998), while those that are not youth language are discarded.
2. Data display. The reduced data is presented in the form of narrative texts and tables. Data display makes it easy to find the relationship between existing categories.
3. Verification and summary. The results of the analysis, which have been reduced and presented, are verified by experts. The data validation was carried out by increasing the persistence and validation by experts. The analyzed data is retested by the author himself



by re-examining it more thoroughly and continuously. This data is then checked by the experts. In this case, the data is checked and validated by the native speaker. Then, as the last step, a summary is drawn.

FINDINGS AND DISCUSSION

There are a total of 117 youth language expressions in the German film "*Das schönste Mädchen der Welt*". All of these youth languages are categorized in this chapter according to their characteristic and function. According to Bahlo's theory (2019), this film has a lot of youth language. This youth language also has its own characteristic as well as the function, A particularly interesting file is emoji, which is not relevant in investigations was found. The influence of Anglicism is very strong in this film. The function of youth language is also different in film. This was also done in the other researches shown. The feature of the youth language in the German cinema film "*Das schönste Mädchen der Welt*" will be discussed below.

1. Lexical

According to the theory of Bahlo (2019), 51 youth language expressions that belong to the lexical were found in the film "*Das schönste Mädchen der Welt*". They are *Bäm /Bam, Das Battle, Batteln, Beat, Bitch, Bullshit, Check, Chillen, Cool, Cowboy, Crew, Crowd, Cypher, Depp, Diggi/Digga/Digger, Ey, Fresh, Fuck, Gay, Gonzo, Gun, Hammer, Hey, Hi, Killen, Lady, Lelleck, Likes, Machos, Match, Mega, The Mic, Morning, Noise, Okay, Otto, Rap, Rapper, Respect, Shit, Shopping, Slowly, Song, Sorry, Spooky, Stylish, Sweetie, Teamwork, Whack / Whackness, Wholecar and Yarak*. Most lexicons are influenced by Anglicism.

2. Morphology

In the film, 29 youth language expressions belong to the morphology. These youth languages are categorized into three characteristics. The composition includes 12 youth languages. These are *Babyface, Drecksau, Gangfights, Gesichtsgulasch, Hardcore, Herzensmiley, Luftpumpe, Maskenrapper, Nerd-Vibes, Selfiestick, Shoppingqueen* and *Songtexte*. Nine youth languages belong to the derivation, namely *Hammerkrass, Hammernase, Oberkacke, Scheiße, Scheißer, Tschüssi, Überaggro, Überkrass* and *Wegflanken*. In addition, there are 6 youth language expressions in the short word formation. They are *BFF, Bros, MC/MCs, Psycho, TMI* and *YOLO*. 2 Young people's languages are formed with creative word formation. These are *Brudi* and *Spast*.

3. Semantic shift

A total of 26 youth languages are found in the film. This makes it clear that youth language very often shifts or expands its meaning. These words are *Alter, Arsch/Arschloch/Arschlöcher, Baby, Behindert, Braut, Bruder, Einlochen, Fans, Ficken, Fuchs, Geil, Kacke, Kartoffel, Killer, Knecht, Kohle, Krass, Lauch, Mann, Opfer, Penner, Rentner, Sau, Spinnen, Schwein* und *Typ*.

4. Syntax and routine construction

Most of the data that contains English phrases or sentences belong to this characteristic. The film has 10 youth language expressions classified into syntax and routine construction. Eight of them are routine constructions from English. All youth language that belongs to this feature are (*keinen*) *Bock haben, Dann this way my lady!, face to face, for free, Let's get the party started!, let's go, Nice to meet you, Oh my God!, on stage* und *Was geht ab?*

5. Cross-group discourse phenomena

With a duration of 103 minutes, this film only shows one emoji. With a duration of 77 min. 30 seconds, an emoji appears in the film. This emoji is a laughing expression. This emoji is an online communication with reinterpreted elements to express the young people's emotionality.

All of the youth language in the film were used to the various functions. Of the 117 data found in the film, 373 were spoken in the film. According to Androutsopoulos, 73 of them are used as a contact formula. The most common function is conversation control and organization. There are 180 youth language expressions that are used to regulate the course of a conversation



according to their emotions. Young people in the film portray someone with a swear word several times. This is to shape the conversation according to your style. and the least feature is partner criticism 54 times. Some data in the film show that adolescents often have a tendency to curse and mock their interlocutors with swear words. As a function to criticize the behavior of the interlocutor, this function tends to be open to aggressive. In addition, it was also stated in the film that adolescents often used youth language as an invitation to remain calm. As an expressive formula, the youth languages are used 66 times in the film. As an expressive formula, the youth language is used in various contexts. Some data suggest that juvenile language can be used to portray expressions in the context of self-praising or self-deprecating ones.

CONCLUSION

Based on the test results and the analysis, the conclusion should be as follows. The film “*Das schönste Mädchen der Welt*” has 117 youth language expressions. All 117 youth language has different characteristics. According to the Bahlo theory, there are 51 expressions in the lexicon, 29 expressions in the morphology, 26 expressions with the semantic shift, 10 expressions in syntax and routine construction and there is only one emoji in the group-wide discourse phenomena. Of the 117 data found in the film, 373 were spoken in the film. According to Androutsopoulos, 73 of them are used as a contact formula. The most frequent function is call control and organization 180 times and the least function is partner criticism 54 times. As an expressive formula, the youth languages are used 66 times in the film.

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