CHAPTER I

INTRODUCTION

This chapter presents seven subtopics namely background of study, statement of the problem, purpose of this study, the scope of the study, significance of the study, theoretical of significant, and definition of key terms.

1.1 Background of Study

Language has a significant role in human life. It is because language is a tool to convey an idea, feeling, and thought. According to Delahunty (2010), language is a system to influences a person's mind to understand another person's ideas and though. This is also in line with Seken (1992) who stated that language is a kind of system that functions as a vehicle to transfer an idea and thought among society. Therefore, people could not live without language, because language is a tool to help people to connect each other.

Furthermore, language has variations which indicate that in different contexts and different social groups, People speak a language in different ways. There are two variations can be classified, namely standard and non-standard varieties. The Standard variety is the most prestigious form of language that is labeled as highest social status than other language variations. This kind of language is used for a formal situation, such as formal writing, teaching and learning in school, and meeting in the office. Meanwhile, non-standard variety is

more relaxed than standard variety which indicates that people are warm, friendly, and approachable individuals. Non-standard variety could be found in daily conversation with parents, friends, and a certain group of people.

The non-standard variety for daily use can also be found in technology based on information media such as social media, websites, YouTube, etc. the purpose of non-standard variety used on those information media is to fit in trends and entertainment. Mostly, the users of those information platforms are teenagers who use non-standard language variety to follow a trend, share jokes, and communicate with each other. There are several kinds of non-standard variety used by teenagers on those information media, such as swearing and slang. In terms of slang, teenagers have a role in creating and spreading the use of it, because teenagers spend most of their time on those information media (Maulidiya et al., 2020).

In Indonesia, teenagers spend most of their time on YouTube. There are 94.5 % of 181. 9 million people in Indonesia spend their time on YouTube and the average ages of its user are 16 – 24 (Hootsuite.com). YouTube is an online platform for sharing and watching videos. On YouTube, teenagers like creating content in the form of video blogs (vlogs) for various kinds of show such as reviewing something, reacting to other content, music cover, podcast, interview, tutorials, etc. There are some teenagers that just spend their time as viewers by watching and comment other content on YouTube. Teenagers, who create content on YouTube, are known as YouTubers and they spend their time creating creative content in exchange for earning money and popularity.

Moreover, YouTubers is similar to an artist on TV. They are popular and able to influence an audience, one of the influences is in terms of language usage. According to Westenberg (2016), teenagers are interested in YouTuber, they even copy YouTuber's lifestyle, attitude, value, and the usage of language. There are many kinds of language variety that is used by both the YouTuber and viewers on YouTube, one of them is slang. According to Resina Yacob (2019, YouTubers and viewers of YouTube tend to use slang in communication either through verbal or comments. Slang is used as colloquial language because the language variety offers more informal nuance to make YouTuber and viewers able to communicate in more intimate manner. As a result, the use of slang in communication especially on YouTube platform has become a trend among teenagers.

According to Allan & Burridge (2006), slang belongs to a social group of people esspecially teeneger who have the same interests, same hobbies, same places, and the same circle of a friend who share the same experiences. Slang can be words or phrases that are restricted to a particular social group of people. Therefore. Inside certain social groups of people, slang words or phrases are viewed as something fun, unique, and humorist. It is also used to show whether those groups of people are having the same interest, and hobbies, or belongs to a certain school and social class.

In terms of language form, the processes of forming slang words are the same as forming other sorts of words in a language. Linguistically, this process is called the word-formation process. Word formation processes are a mechanism for the development of vocabulary because it is a process of creating words and establishing words into a new version. According to Yule (2006), words or new

words are created by combining some morpheme with other morphemes, (the smallest meaningful grammatical unit of language) which these processes are called the word-formation process.

The formation process of slang words results in both creative and innovative forms. There are forms of slang that are created by modifying previous exciting words, for example, the word *sick* which originally means affected by physical or mental illness is being modified into the expression of amazement (Allan&Burridge,2006). Slang also produces a new form of a word that has never been heard and used before such as *gay* which means homosexual. In addition, Coleman (2012) provokes that slang is created by transforming the previous existing word which is created by accidental mistake, and deliberately and creatively changes its normal meaning and use. Therefore, it can be assumed that using slang means speaking different forms of the word to convey a similar meaning to the previous existing word.

Although the form of slang is creative and innovative, the life of it is temporary and constantly changes but there are also slangs used longer. According to Coleman (2012) the life of slang is like the way sea turtles live, there are hundreds turtles hatching on the beach and many of them will not make it to the sea and some will live longer and produce more turtles later. This rapid changing of slang is influenced by the changing trends in human civilization, it has resulted in different version of slang used by each generation (Fromkin,2003). Therefore, older people do not understand the slang that is used by the young generation and vice versa. An example of short period slang words was the word

yo which was used in the 80s to express salutation and greeting but is not really being used anymore nowadays.

The changing use of slang words can also be identified in the language used by people to interact on internet. This phenomenon is interesting to be identified as it gives reference to how people convey their communication and interaction dealing with the trends that exist in a certain period of time. In addition, according to partridge (1970) slang word is easily use by people but it is hard to define or write about. Moreover, understanding the use of slang words aims to prevent misunderstanding or misusing the words in communication. There are several studies that have been conducted to serve this purpose.

The first study was conducted by Nico Harared (2018) entitled "slang word created and used in 1CAK.COM site: a sociolinguistics study". This study focused on investigating slang words in the sociolinguistic study and also investigated words formation process of slang words that were found. In terms of analyzing the slang word-formation process, this study applied the theory that was proposed by Yule (2006). One of the Slang words that were found in this investigation is the word "pro", which results from the abbreviation of the word "professional". The Second investigation is "Word Formation of Slang Word in Song Albums Created by Indonesian Rapper, Young Lex". This study was conducted by Astari Puti Raodhatul and Havid Ardi (2019) who investigate the slang word-formation process using theory proposed by Yule (2006). This study found that most slang word that is used in lyrics of Young Lex was created through a variation process, for example, word "galau" which describe condition of someone's sadness after breaking up with their couple. Another research was

conducted by Budiasa et al.,(2019) entitle "Slang Language in Indonesian Social Media". This research investigates the type of slang word, meaning, and function of a slang word that were found on social media such As Instagram, Facebook, Twitter, and Whatsapp. To categorize the type of slang word, this study use theory of Allan & Burridge (2006) five type of slang word, such as fresh and creative, Flippant, Imitative, Acronym, and Clipping. For example slang word *Unfaedah,* means to mention something useless. This word was formed by combining prefix *un* and word *feadah. Un* is English prefix that means negative (no) and *faedah* means useful.

Based on the studies above, the present study aims to investigate slang words used by one of Indonesian YouTubers, namely *Qorygore*. There is no study investigating in-depth slang words and its word-formation process used by *Qorygore*. In addition, Slang words are popular among teenager and have enough contribution creating new slang word (Coleman, 2012). Therefore, *Qorygore* is being chosen to identify because *Qorygore* is a YouTuber and also a rapper that popular among teenagers and also *Qorygore* consistently use slang word in his videos. Recently, *Qorygore* has 2. 6 million subscribers and has uploaded 791 videos. It means that *Qorygore* has enough influence on his viewers. He created contents about games, podcast, and mostly reacting videos and photo that viral on social media, which in *Qorygore*'s opinion it is funny and awkward. One example of the video being investigated in the study is the video entitled *eboys kuproy pyramid #bacot* santuy. In this video, he responded to viral videos and photos on social media. *Qorygore* also reacted to people whose appearance like construction worker (mostly the appearance of construction worker in Indonesia is not good-

looking) and danced awkwardly. The slang word used in this video was *Kuproy* that stands for *kuli + proyek* which means construction worker. For people who do not know the context and never watch his videos, this word may not be familiar and confusing. Therefore, this study offers an understanding of the slang words that were used by YouTuber, *Qorygore* in his videos by identifying the type of slang words based on the theory from Allan and Burridge (2006). In his theory, Allan and Burridge identify slang words into fresh and creative, flippant, imitative, acronym, and clipping. Moreover, this study also investigates the word-formation process using the synthesized theories of the word-formation process offered by Yule (2010), Mattielo (2008), and O'Grady, Aronoff, & Dobrovolsky (1997). In Yule's theory, Yule identifies the word-formation process into Coinage, Borrowing, Compounding, Blending, Clipping, Backformation, Conversion, Acronyms, Derivation, Prefix and Suffix, Infix, and Multiple process. Meanwhile, Mattielo identifies the word-formation process into Compounding, Prefixation, Suffixation, Final combining form, Infixation, Conversation, Back formation, Reduplicative, Acronyms and Initialisms, Blending, Clipping, Elliptic rhyming slang, Reversed form, Variation, Word manufactures and fanciful formation. In addition, O'Grady, Aronoff, & Dobrovolsky identify word formation process into Compounding, derivation, Conversion, Clipping, Blends, Back Formations, Acronyms, Onomatopoeia, and Word manufacture/ Coinage.

1.2 Problem Identification

This study is a result of an interesting phenomenon of a slang word that was used by Indonesian YouTuber, *Qorygore*. *Qorygore* is one of the

popular YouTubers in Indonesia who tend to use slang words in his contents. *Qorygore* has 2, 6 million subscribers and has uploaded 791 videos which indicate that *Qorygore* has enough influence on his viewers. However, since slang words are popular among teenagers and used to communicate in society, its use can provoke misunderstanding. In addition, according to partridge (1970) slang word is easily use by people but it is hard to define or write about. On the other hand, there were previous studies that already investigated slang words on information media, such as "slang word created and used in 1CAK.COM", "Word Formation of Slang Word in Song Albums Created by Indonesian Rapper, Young Lex", and "Slang Language in Indonesian Social Media". Therefore, the study is interested to investigate the slang word-formation process that was used by Indonesian YouTuber, *Qorygore* because there is no studies in-depth investigating slang word used by Indonesian YouTuber, *Qorygore*.

1.3 The scope of the study

Based on the problems, the study focuses on two points of discussion: first, identifying slang words used by *Qorygore,* an Indonesian YouTuber based on types of slang words theory from Allan and Burridge (2006) and investigating the slang word-formation process based on word formation theories from Yule (2006), Mattielo (2008), and O'Grady, Aronoff, & Dobrovolsky (1997). There are 13 videos analyzed in this study, namely *Menuju Indonesia Suram #WHY, eboys kuproy pyramid #bacotsantuy, sapa selebgram fav lo? Omet, Orang-Orang Indonesia*

BODOH! Why Gitu Loh? #kidsJamanNow, PANTAT GEMAS GEMAY #turunnaikchallange, BOW WOW THE BOY, KURANG KLIMAKS!!! dengan Lola Zieta #STR1PPUBGM #curhatceria, CINTA APA YANG MERASUKI BIGO #bbcmab# BarBarChallenge, LUCU TOTAL #kemananich, PEDOMAN SKUYLIVIN, Apa Harus Pap TT Biar Di Notice?! #bacotsantuy, Ormas Cyber Cepu Onlen #QGbacotsantuy, and *MASA DEPAN BOCIL TERENGUT!!! #bacotsantuy.* In addition, a lot of viewers in each videos comment good respond and also the viewers use slang word to comment. It indicate that language that were used were acceptable. On the other hand, slang word that were used on these videos already saturated the five types of slang words proposed by Allan and Burridge (2006) and almost saturated for the synthesized theories of the word-formation process offered by Yule (2010), Mattielo (2008), and O'Grady, Aronoff, & Dobrovolsky (1997). .

1.4 Problem statements

From previous research background, the problems of this study is formulated as follow:

1. What slang words are used in *Qorygore* YouTube channel*?*

2. How are the slang words used in *Qorygore* YouTube channel are formed?

1.5 Purpose of study

Based on the problem statement above, this study is intended to:

1. To identify slang word used by Indonesia Youtuber, *Qorygore.*

2. To investigate slang word formation process used by Indonesia Youtuber, *Qorygore.*

1.6 Significance of the study

The significance of the study gives benefit theoretically and practically. These significances are discussed in the following section bellow:

1.6.1 Theoretical

This study gives significant benefit and contribution to word formation analysis that emphasizes on slang word formation that exits on YouTube, because on YouTube, slang is a trending language among teenager.

1.6.2 Practical

In practical, this study is expected to give benefits for lecturers, students, and other researchers. The further explanations of the practical significance of this study are expected are presented in the following section.

a) For Lecturers

Hopefully, this study can be used as reference for lecturers in teaching word-formation process, especially the slang word-formation process on YouTube. This study also can be used as media to teach foreign learner who learns Bahasa Indonesia, especially informal language.

b) For Student

Hopefully, this study can be used as reference to learn about word-formation process especially the slang word-formation process that happened in YouTube. For foreign learner, this study can give them insight about language

that is mostly used by Indonesian teenagers in informal situation and also they can use slang correctly to interact with Indonesian people.

c) For Other Researchers

Hopefully, this study gives benefit to other researchers in conducting similar research. The result of this study can be used as an empirical review. On the other hand, other researchers can use this study as guidance in conducting research in analyzing the slang word-formation process. This study also can be used to discover other things that are not discussed yet and also can be used as comparison for other researchers.

1.7 Definition of Key Term

To provide clear insight and avoid misunderstanding about what this study concerned with Slang word and word-formation process. The key terms are explained in the following section.

1.7.1 Slang word

Slang is a word or phrase that is used for particular social group of people and has creative and innovative forms. According to Allan & Burridge (2006), slang belongs to a social group of people who have the same interest, the same hobbies, the same place, and the same circle of friend who share the same experiences. In terms of forms, Coleman (2012) provokes that slang is created by transforming the previous exiting word which is created by accidental mistake and deliberately and creatively changes its normal meaning and use. In addition, there are types of slang words proposed by Allan & Burridge (2006), such as fresh and creative, flippant, imitative, acronym, and clipping

1.7.1 Word-Formation processes

Word-formation process is a process or mechanism to establish a new word. According to Rochelle Lieber (2009) word is a sequence of one or more morpheme that can stand alone in language and has meaning. To create a new word, it undergoes a process namely the word-formation process. This is in line with Yule (2006) states that a word contains the smallest unit of language that is called a morpheme and forming a word from a morpheme undergoes a process that is called word-formation process. There are kinds of word-formation processes proposed by Yule (2010), Mattielo (2008), and O'Grady, Aronoff, & Dobrovolsky (1997), such as Coinage, Borrowing, Final combining form, Reduplicative, Derivation, Multiple process, Elliptic rhyming slang, Reversed forms, Variation, Compounding, Blanding, Clipping, Backformation, Conversion, Acronyms and initialism, Prefixes and suffixes, Infixes, and Onomatopoeia.

1.7.2 Indonesian Youtuber *Qorygore*

Qoryfore is one of the popular YouTuber in Indonesia that has 2. 47 million subscribers and has uploaded 726 videos on Youtube. Most content or video created is about reacting to videos and photo that viral on social media in which for *Qorygore*'s opinion it is funny and awkward. Most follower of *Qoryfore* on YouTube is teenagers.