

## CHAPTER I

### INTRODUCTION

In the first section, the researcher will discuss the background of the research, research questions, purposes, and significance, as well as its scope and limitations.

#### 1.1. Research Background

As social beings, humans are designed to live in society and connect with other through communication. It is something that cannot be avoided by every human being. Studying communication means improving communication skills (writing, speaking, etc.). Furthermore, this involves learning to understand communication events as social events. People require a means to communicate their intents and messages when communicating. Language is the most suitable medium since it can convey a message through symbols.

Language is very important in social interaction. People can envision how challenging life would be without language (Widiawati, 2015). When people have good relations, in specific instances, they will employ proper words that others may understand. Language use in a community generally has distinctive characteristics, such as the presence of dialects and vocabularies distinct from those of other groups. This characteristic may both illustrate and accentuate the existence of identity in a society. The community's diversity and individuality

gives formation to the development of a new language by a distinct community (D.P. Sari, 2020).

In sociolinguistics studies, several fields analyze language according to its use, such as language variations, where the emergence of language variations may be attributed to the existence and use of language within a specific society. Language variations may arise due to shifts in the speaker's perspective, geographical region, accent, or circumstances that may lead to differences in formal and informal language use (Humaidah, 2021). One of the kinds of language variation is jargon.

Jargon, according to Crystal (2003), is technical terms or expressions that are unique to a certain field of activity or community. Furthermore, Chaer and Leonie Agustina (in D.P. Sari, 2020), said that jargon may be considered a kind of social variation that emerges within certain subcultures. Jargon can help specific communities convey meaning precisely and effectively. Jargon can be said to be confidential because the expressions used were comprehensible just to certain groups, rendering them unintelligible to anyone external to such groups. Only those individuals who were part of the respective groups have the capacity to comprehend and interpret these expressions. Many communities use jargon, such as that used by boys' love fans community on social media Telegram.

Boys' love (BL) refers to the romantic relationship between two male characters in works of fiction or other forms of media (Binimbol, 2020). Boys' love originated in Japan and has grown in popularity over the past few decades and is rapidly becoming a global phenomenon in media around the world.

According to Widya Azuraa (2019), there are several countries with large-scale production of Boys' Love genre films. Japan is a country that popularized boys' love through comics, *manga*, and *anime*. Not only Japan, Thailand is a country known as the “ladyboy country” which also produces boys' love films to this day. Currently, Korea and China also have boys' love genre films.

Boys' love fans is a term for those who like this genre of boys' love. The stories of this genre are mostly written by women. In Japan, women who like this genre are called *fujoshi*, while the male fans are called *fudanshi*. The growth of boys' love fandom is significantly supported by the use of various forms of social media. The genre of boys' love fiction explores romantic connections between attractive male characters, sometimes including sensual elements. Due to its explicit material, boys' love fiction has challenges in gaining widespread acceptance within mainstream culture. Because of this, the internet has become the main channel for the production and circulation of boys' love fiction. On the Internet, boys' love fiction is shared and circulated primarily on fan sites and other social media (CHEN Min, 2017).

Boys' love fans are classified as high-level fans because their level of interest and commitment to the object of their passion exceeds that of the majority of fans. Their passion extends beyond simply purchasing and enjoying boys' love media; some of them create their own boys' love stories to share with other boys' love fans. They also form a boys' love community, participate in cosplay, make fan translations, and other activities concentrating on boys' love. In other words, they are enthusiastic fans of the boys' love genre.

The growing interest of the fans in this boys' love story has influenced the formation of a large fan community this boys' love story has influenced the formation of a large fan community via the employing of social media platforms like Telegram, Twitter, WhatsApp, Facebook, and Instagram which have become a place for them to communicate. Telegram is one of the most used social media in today's era. According to Telegram.org, Telegram now has more than 700 million monthly active users. Telegram's privacy is said to be more secure because it uses public usernames and protects the user's contact numbers. Telegram users who have a public username can chat with other people on the app even if they do not have other people's phone numbers (Shalihah, 2021). This is claimed by Telegram in order to avoid the action of misusing telephone numbers so that user privacy security will be better maintained. That's why many boys' love fans use Telegram as their safe place to interact.

Many previous studies have discussed the jargon used in social media such as Twitter, TikTok, Facebook, and WhatsApp; CNN news; Billiard Community; as well as on the Opera Van Java TV show. Therefore, none of these studies address the examination of forms, meanings, and functions of jargon used by boys' love fans community on social media Telegram. The researcher chose the social media 'Telegram' as the primary source for gathering data on the jargon used by the community of boys' love fans because this particular social media platform has a high concentration of speech or language variations, including jargon, which naturally has its own characteristics that characterize their community.

## **1.2. Research Questions**

1. What are the forms of jargon used by boys' love fans community on social media Telegram?
2. What are the meanings of jargon used by boys' love fans community on social media Telegram?
3. What are the functions of jargon used by boys' love fans community on social media Telegram?

### **1.3. Purposes of the Study**

Based on the research questions above, the purposes of this study are as follows:

- 1) To identify the forms of jargon used by boys' love fans community on social media Telegram.
- 2) To analyze the meanings of jargon used by boys' love fans community on social media Telegram.
- 3) To identify the functions of jargon used by boys' love fans community on social media Telegram.

### **1.4. Research Significance**

The expected results of this research are anticipated to provide advantages in both theoretical and practical domains.

#### **1.4.1. Theoretical Significance**

The findings of this study are expected to enrich sociolinguistics knowledge, especially about language variation. The formation of conceptual frameworks and the ideas pertaining to language variations within linguistic theory have been influenced by the jargon used on the social media platform

Telegram was predicted to be the study's theoretical benefit. This benefit was anticipated to come through the research.

#### **1.4.2. Practical Significance**

1. For teachers, the researcher has high expectations that the findings of this study will lead to an improvement in the level of knowledge held by teachers, particularly regarding jargon as a language variation in sociolinguistics.
2. For students, the researcher hopes this study can be an informational resource for the study of jargon within the field of sociolinguistics.
3. For researchers, the outcomes of this research might be utilized as a reference for other study on the comparable issue.

#### **1.5. Scope and Limitation**

The jargon used by the boys' love fans is the scope of this research. Meanwhile, the limitation of this study is the jargon used by the boys' love fans community in the "CHAT INTERNATIONAL" group chat on social media Telegram from April 2nd 2023 until June 2nd 2023 which is considered sufficient to provide data regarding the jargon used by boys' love fans community in the group chat "CHAT INTERNATIONAL" with its 1.907 members.