

**ANALYSIS OF SLANG WORDS IN YOUTUBE COMMENTS ON THE
2024 INDONESIAN PRESIDENTIAL AND VICE PRESIDENTIAL
CANDIDATE DEBATE**

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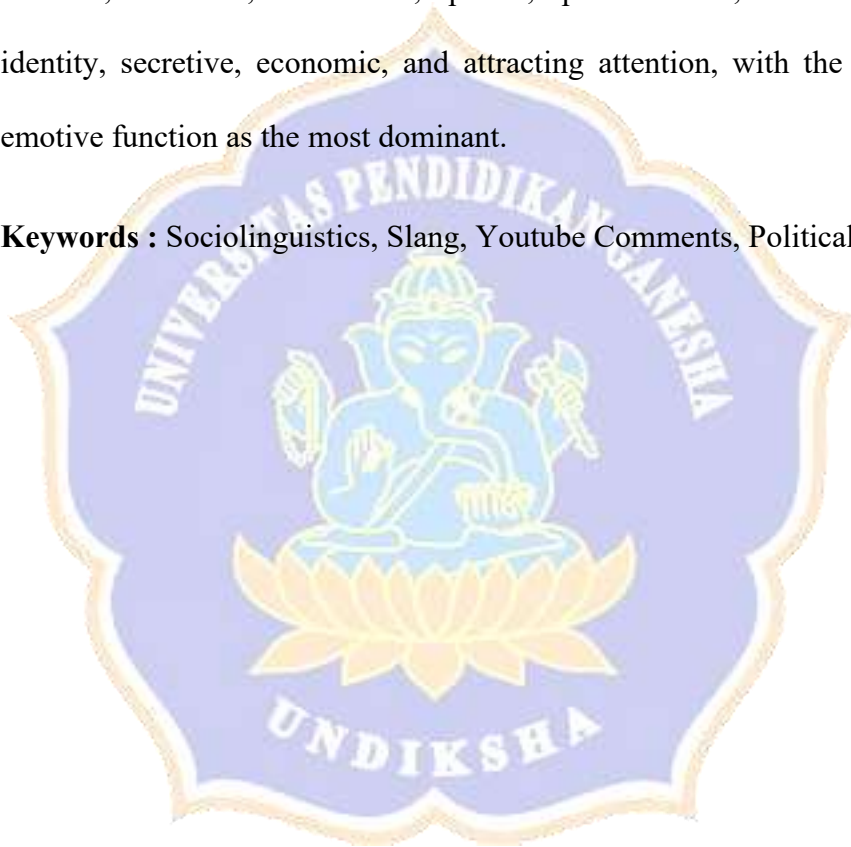
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ABSTRACK

This study analyzes slang words in the YouTube Comment sections related to the 2024 Indonesian presidential and vice-presidential debates, aiming to identify their types, meanings, and functions. This research employs a descriptive qualitative method with a non-participant observation technique, using data from five debate videos on the Najwa Shihab YouTube channel selected for their topic relevance and high audience engagement. The types of slang were classified using Allan and Burridge's (2006) theory, while their functions were analyzed based on Jakobson's theory (in Soeparno, 2002) and

Partridge's theory (in Martinus, 2018). The findings reveal a total of 51 slang words divided into five types: Imitative (28 items/50%), Acronym (9 items/17.65%), Fresh and Creative (9 items/16.07%), Clipping (3 items/5.36%), and Flippant (2 items/3.57%), with Imitative being the most dominant type. In terms of function, nine functions of slang were identified: emotive, conative, referential, phatic, poetic/humor, social identity, secretive, economic, and attracting attention, with the emotive function as the most dominant.

Keywords : Sociolinguistics, Slang, Youtube Comments, Political Debate



**ANALISIS KATA-KATA SLANG DALAM KOMENTAR YOUTUBE
PADA DEBAT CALON PRESIDEN DAN WAKIL PRESIDEN INDONESIA
2024**

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ABSTRAK

Penelitian ini menganalisis kata-kata slang di kolom komentar YouTube terkait debat calon presiden dan wakil presiden Indonesia 2024, dengan tujuan mengidentifikasi jenis, makna, dan fungsinya. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik observasi non-partisipan, menggunakan data dari lima video debat di kanal YouTube Najwa Shihab yang dipilih karena relevansi topik dan tingkat keterlibatan audiens yang tinggi. Jenis-jenis slang diklasifikasikan menggunakan teori Allan dan Burridge (2006), sementara fungsinya dianalisis berdasarkan teori Jakobson

(dalam Soeparno, 2002) dan teori Partridge (dalam Martinus, 2018). Temuan penelitian ini mengungkapkan total 51 kata slang yang terbagi dalam lima jenis: Imitatif (28 data/50%), Akronim (9 data/17.65%), Segar dan Kreatif (9 data/16,07%), Kliping (3 data/5,36%), dan Flippant (2 data/3,57%), dengan Imitatif menjadi jenis yang paling dominan. Dilihat dari fungsinya, terdapat sembilan fungsi bahasa gaul, yaitu: emotif, konatif, referensial, fatis, puitis/humor, identitas sosial, rahasia, ekonomi, dan menarik perhatian, dengan fungsi emotif sebagai fungsi yang paling dominan.

Keywords : Sociolinguistik, Slang, Komentar Youtube, Debat Politik

