CHAPTER I
INTRODUCTION

This chapter is an introductory chapter which is used as an introduction to the thesis. This introduction consists of research background, research focus, research questions, research objectives, research significances, and organization of thesis.

A. Research Background

Language is a tool used by someone to communicate with others. A language is a tool that can be used to express the culture of its users. More precisely, language can convey ideas more accurately and help strengthen good relations between users and society.[1] In Saragih's opinion, language is something that fulfills human needs, in that case, the function of language for humans is to exchange, represent, and organize their experiences as members of society.[2] Language plays an important role in life, because with language a person can easily understand ideas to others.

The main element of communication is language. The way people use language to communicate differs from one another. The difference in language has been explained by the Qur'an in the Surah Ar-Rum (30: 22) which reads:

وَمِنْ ءَايَٰتِهِۦ خَلْقُ ٱلسَّمَٰوَٰتِ وَٱلْأَرْضِ وَٱخْتِلَٰفُ أَلْسِنَتِكُمْ وَأَلْوَٰنِكُمْ ۚ إِنَّ فِى ذَٰلِكَ لَأَيَٰتٍ لِّلْعَٰلِمِينَ ﴿٢٢﴾

Meaning: "And among the sign of His power is the creation of the heavens and the earth and diverse language and skin color. Surely, in that situation actually there are signs for people who know."[3]

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[1] Adelina S. Putri, "A Sosiolinguistic Analysis of Slang Used By Cher Horowitz In The Movie CLUELESS" (thesis, Universitas Sanata Dharma Yogyakarta, 2020), 1.

[2] Rafika D. Nasution, "Slang Language," *VISION* 9, no. 9 (2016): 1-2, http://jurnaltarbiyah.uinsu.ac.id/index.php/vision/article/view/75

[3] *Al-Qur'an Al Karim dan Terjemahan Bahasa Indonesianya (Ayat Pojok)*, (Kudus: MENARA KUDUS, 2006), 406.

In the verse above it is clear that the diversity of languages is God's will, differences in language and skin color are signs of God's greatness. Types of communication are divided into formal and informal. Therefore we need to learn how to use language appropriately and wisely. The science or study of studying the language itself is called Linguistics. Linguistics has two branches, namely Micro and Macro Linguistics.[4] Micro Linguistics category are Phonetics, Phonology, Morphology, Syntax, Pragmatics, and Semantics. While those included in the Macro Linguistics category are Psycholinguistic, sociolinguistic, neurolinguistic, etc.

Sociolinguistics is the study of the relationship between language and society. Societies have an important role to play in developing and maintaining some languages. Especially during adolescence, they have an important role in language development, because at that time they have a great attitude of curiosity and tend to be quicker to follow developments in the surrounding community. Teenagers usually have their own community or group that is used to communicate with each other and often they have the same experiences, characteristics, and feelings; this is due to their physical closeness to each other such as spending time together every day. How to communicate directly in a community can be heard through accents and speech that show where they come from.

As we know, one of the phenomena that is happening right now is the rise of teenagers or adults speaking using the code-mixing method. Code-mixing is using two languages in speaking. We can see the phenomenon that exists in Indonesia, namely in the South Jakarta area which is usually called *"Jaksel"*. In that area, many young people speak using code-mixing, i.e Indonesian and English. The English language that is often used to communicate with friends of their age is slang. Slang is a very informal language that is used to communicate in written as well as in spoken form. Slang includes words and phrases that are usually understood primarily in a particular

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[4] Jimmi and Rafelia E. Davistasya, "Code-Mixing in Language Style of South Jakarta Community Indonesia," *Premise Journal* 8, no. 2 (2019): 195, https://www.researchgate.net/publication/336914622_CODE-MIXING_IN_LANGUAGE_STYLE_OF_SOUTH_JAKARTA_COMMUNITY_INDONESIA

context by a specific group of people such as teenagers.[5] When words and phrases are taken from one linguistic context and productively inserted into an unrelated context, slang gives the impression of spreading more quickly than "ordinary" words.[6]

In a classic sociolinguistic study of American collegiate slang, Connie Eble defines slang as everyday vocabulary that creates solidarity within a social group or speaker's affiliation with trends in society. Slang is easily contrasted by linguists and the general public with technical or scientific vocabulary associated with jargon and what is considered "standard language".[7] Slang is the result of language contact. Language contact is the mutual influence of two or more languages because speakers of various languages interact with each other. The underlying cause of language contact is social factors, where speakers of different languages meet each other for various reasons including migration, trade, colonization or military occupation, and increased mobility of speakers. Some linguistic properties are the result and mechanism of language change, depending on the social dynamic situation; for example, code-switching, the use of two or more languages in one conversation, which involves inserting elements from one language into another language.[8]

The use of code switching and code mixing that occurs in the *"anak jaksel"* trend is included in the risk of language contact, but this cannot be avoided because there is interaction in each language. The *"anak jaksel"* trend has spread to young people in all areas, not just in the South Jakarta children's community. The use of code switch is in accordance with the statement of Bernadette Kushartanti, a linguistics expert at the University of Indonesia, as reported by BBC News Indonesia, who stated that the trend phenomenon of *"anak jaksel"* is a

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[5] April Wells, *The Tech Professional's Guide to Communicating in a Global Workplace* (USA: Apress Media, 2018), 90, https://doi.org/10.1007/978-1-4842-3471-6

[6] Jennifer R. Gordon, "Language and Creativity: Slang," *The International Encyclopedia of Linguistic Anthropology,* (2020), 6, doi: 10.1002/9781118786093.iela0192

[7] Jennifer R. Gordon, *Language and Creativity: Slang,* 1.

[8] Carmel O'Shannessy, "Language Contact and Change in Endangered Languages," in *The Cambridge Handbook of Endangered Languages,* ed. Peter K. Austin and Julia Sallabank (USA: Cambridge University Press, 2015), 78.

form of language contact risk, which cannot be avoided because of the interaction between each language.[9] According to the researcher's point of view, the *"anak jaksel"* trend has a positive impact on teenagers because it can increase their vocabulary when talking with peers. Those who are interested in following this trend indirectly want to learn various types of English slang that are also used by people abroad such as Americans. The use of slang has a function in communication, namely providing familiarity or intimacy towards each other. However, on the other hand, there are still many people who consider the use of slang to be a threat to regional languages. Even though according to Bernadette Kushartanti foreign languages are not a factor that increases the threat to regional languages and there is no need to worry, she said that as long as there are still speakers and there is a sense of pride in regional languages, it is likely that these languages will still survive. This statement has also been agreed with by Ivan Lanin, author of the book *Xenoglosofilia, Kenapa Harus Nginggris?*. Ivan said that the mixing of Indonesian with other languages has not reached a worrying stage if it is still used in various conversations.[10]

American slang is considered a part of Americanism which will become more international as the United States and American English evolution. Although many intelligent people consider slang to be less acceptable in society, the trend of using slang in films, television, newspapers, and magazines is increasing markedly. From this trend, we can see that American slang is increasingly being used and playing an increasingly influential role in everyday American English conversations. American slang comes in many ways. One of them is from a different social subcultural group. Along with the development of the times, society is increasingly developing slang resources and enriching the slang context. Slang terms from subcultural groups are then adopted by common people and made into common people's vocabulary. Apart from this, young people are quite active in creating slang and using slang terms in their

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[9] https://www.bbc.com/indonesia/trensosial-45499464.amp, accessed on 20 May 2023

[10] https://www.bbc.com/indonesia/trensosial-45499464.amp, accessed on 20 May 2023

conversations. Therefore, we can see that American slang is a product of society, produced and created by society and the people who live in it. Slang is a variety of languages that cannot be separated from its social background and social environment.[11]

Slang is not only found in films, television, newspapers, and magazines. However in this era, slang is already present in social media, one of which is the Instagram platform. Instagram is one of the social media that is in great demand by many people, especially young people. Instagram social media is an application that is used by the public as a tool to communicate with a wider network by sharing photos or videos, which also includes other features such as DM (Direct Message), love comments (likes), etc.[12] Instagram (usually called IG or Insta) also provides various features in it, such as sharing photos or videos that allow users to take them, apply digital filters, broadcast live on Instagram, as well as share or create short video content (Reels). Currently, there are many Instagram accounts that not only share entertainment photos or videos but also share specific information about English materials such as the Instagram account @kampunginggrism.

The @kampunginggrism Instagram account which was founded by PT. Madany Digital Inspira, is an English language course with online classes that use the English Village learning method with the Common European Framework of Reference for Language (CEFR) standards. They have three class programs, namely Speaking, Academic, and Testing with more than 130 experienced tutors, as well as alumni of more than 20,000 students from various regions in Indonesia.[13] Currently, the Instagram account @kampunginggrism already has around 1.1 million followers and has shared around 1,637 posts that are

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[11] Yanchun Z. and Yanhong F, "A Sociolinguistic Study of American Slang", *ACADEMY PUBLISHER* 3, no. 12 (2013) : 2209, https://www.academypublication.com/issues/past/tpls/vol03/12/08.pdf

[12] Retno W. Agustin and Mutiara A, "The Impact of Using Instagram for Increasing Vocabulary and Listening Skill", *Journal of English Language Teaching and Learning* 2, no. 1 (2021): 2, http://jim.teknokrat.ac.id/index.php/english-language-teaching/article/download/767/291

[13] https://kampunginggrism.com/ accessed on November 21, 2022.

visible on his Instagram account. The @kampunginggrism account is one of the well-known English course Instagram accounts and has more than any other account sharing posts about slang in English, or better known as the trend *"anak jaksel"* or slang that is often used in daily conversations.

As we can see from the current phenomenon, young people often use English slang when communicating with their friends. This makes English course content creators even more aggressive in making posts or videos that feature some slang. With posts or video content on Instagram that displays some slang, it is a positive thing for students to add to their vocabulary. Vocabulary is a basic aspect of language that must be mastered before mastering other English skills. Some experts put forward the definition of vocabulary. According to Hornby, vocabulary is all the words that are known or used by everyone and vocabulary is all the words in a particular language. According to Richards, vocabulary is a core component of language skills and provides the foundation for learning to speak, listen, read, and write well.[14]

This research will discuss the types of slang forms and their meanings found in one of the social media, namely Instagram. Social media, especially Instagram, makes a good contribution to students as a tool for learning English. Instagram provides lots of positive and interesting content for student learning to make it more fun. The Instagram account @kampunginggrism has shared several slang posts that are often used by teenagers and even adults. This makes it easier for people to enrich their vocabulary knowledge which is used to communicate directly or in chat form. Therefore, after looking at several English course accounts on Instagram, the researcher decided to choose the @kampunginggrism account because on this Instagram account there are lots of posts about slang words compared to other English course Instagram accounts. Researcher chose to research slang because slang is a language phenomenon that is widely used by teenagers and besides that, slang vocabulary is very easy to pronounce and remember compared to others.

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[14] Retno W. Agustin and Mutiara A, *The Impact of Using Instagram,* 2.

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B. Research Focus

Based on the background above, the researcher was more focused on mentioning the types of slang found on one of the English course account platforms on Instagram, namely *kampunginggrism*. The *kampunginggrism* instagram account displays vocabularies of various forms of slang that were usually widely used by young people in the current era. The researcher also focused on explaining the real meaning of the slang words that people in daily communication that can be used to enrich English vocabulary when chatting or talking to peers.

C. Research Questions
1. What are the types of slang in the Instagram account @kampunginggrism?
2. What are the real meaning of the slang words used by people in daily communication found on the @kampunginggrism account?

D. Research Objectives
1. Classify and identify the forms of slang contained in the Instagram account @kampunginggrism.
2. Explain the real meaning of the slang words found on the @kampunginggrism Instagram account.

E. Research Significances

This research is expected to provide a good role and contribute to further research or for those who read it, both in theory and in practice

1. Theoretical Significance

This research is expected to be useful, add insight and develop knowledge related to Slang Language Used By "Anak Jaksel" to Enrich Vocabulary: A Descriptive Analysis.

2. Practical Significance

a. Institution

This research can be used as literature in improving the quality of education and adding insight

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into the values of education in the campus institutional environment, especially in the field of English education.

b. **Researcher**

This research is useful as a suggestion to add new competencies which are generally like other literature researchers. It is hoped that with this research, researcher will be able to provide information and knowledge about various slang that can be used as vocabulary when speaking or other things with peers.

c. **English Teacher**

This research is useful for English teachers to teach some English slang that students can use to communicate with their friends either directly or through written messages to add some vocabulary to daily activities so that they appear more fluent in English.

d. **Student**

This research hopes that this research can be used as a literature consideration for other students who will study research related to the types and meanings of slang in English.

e. **Next Researcher**

The researcher hopes that this research can be useful for future researcher who want to conduct research to analyze the types and meanings of slang in English that are often used by teenagers.

F. Organization of Thesis

The systematics of writing contains a series of each chapter in a thesis preparation in order to facilitate and understand the overall picture of the research to be made. In writing the thesis, the researcher divides it into each section, each of which has different contents, namely:

1. The fist section contains the title, memorandum of approval for guidance, the statement latter, motto, presentation, introduction, abstract and table of contents.
2. In the content section, the researcher divides the writing into five chapters. Every chapter consist of systematic sub-chapters, the chapters are as follows:

CHAPTER I   : INTRODUCTION

This chapter contains research background, research focus, research problem, research objective, research significance, and organization of the thesis.

CHAPTER II : REVIEW OF RELATED LITERATURE

This chapter contains a theoretical description, previous study, and theoretical framework.

CHAPTER III : RESEARCH METHODOLOGY

This chapter contains types and approaches, data collection techniques, data source, and data analysis technique

CHAPTER IV : RESULT AND ANALYSIS

This chapter contains the object of research, description, and analysis types and meanings of slang language used by "Anak Jaksel" to enrich vocabulary through @*kampunginggrism* instagram account.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains of conclusions and suggestions from research conducted has been done, as well as being the conclusion of the discussion.

3. The last section consists of a references and appendices.

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