

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It consists of five sections, namely the background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study. The background of the study explains the reasons for conducting the research and discusses the phenomenon of slang usage on TikTok, particularly in Emil Mario's content. Furthermore, the research questions and objectives describe the focus and aims of the study, while the significance of the study explains its theoretical and practical contributions. Finally, the scope and limitation of the study define the boundaries of the research to ensure that the study remains focused and manageable.

1.1 Background of the Study

Language is a symbolic system used by humans to communicate meanings and establish social relationships. According to Allan & Burridge, 2006, the use of language reflects cultural values and social norms within a community. Language plays a crucial role in human life as it is the primary tool used for communication. Through language, individuals can express various things, such as feelings (emotions) and thoughts (ideas or opinions). Feelings can include expressions of happiness, sadness, anger, or anxiety, which are conveyed through words, tone of voice, or body language. On the other hand, thoughts encompass ideas, opinions, and information that one wants to share with others. Therefore, language is not merely a means of interaction but also a way to connect individuals with others in various social contexts.

According to Yule (2010), language variations appear in various forms influenced by social, geographical, and contextual factors. Holmes (2013) explains that language variety is influenced by social factors such as age, gender, social class, ethnicity, and the context of situation. Similarly, Allan and Burridge (2006) state that language variety reflects the diversity of human experience and social identity, as speakers adjust their language according to context, audience, and communicative purpose. Therefore, language variety plays a crucial role in sociolinguistics because it shows how language mirrors social relationships, cultural values, and group identity within a community.

According to Allan and Burridge (2006), slang is a type of informal and often playful language used by particular social groups to establish identity, intimacy, and in-group solidarity. They explain that slang also functions as a social boundary marker that distinguishes “insiders” from “outsiders” within a community, reflecting the attitudes, creativity, and cultural values of its speakers. Slang is an important element of language to study because it reflects the social, cultural, and linguistic changes within society. The use of slang often creates group identity, either based on age, social status, or cultural affiliation, and serves as a tool for expressing uniqueness and solidarity among group members (Eble, 1996). Research on slang also provides insights into how language evolves, adapts, and is used in informal contexts to create more expressive and creative communication (Holmes, 2013).

Slang is indeed an important aspect within Sociolinguistics, but it is not considered a distinct science on its own. Instead, slang is a topic or phenomenon studied within Sociolinguistics, which examines how language varies and functions in society. Slang has the function of expressing a sense of closeness to its users (Maghfira & Pratiwi, 2022), and it is commonly used in everyday life. However, slang is temporary and is considered lower than informal speech or even polite language (Allan & Burridge, 2006).

One example of online slang frequently used in digital communication is OTW, an abbreviation of “On The Way,” which means that someone is currently traveling to a destination. Although OTW is technically an abbreviation, it is widely used as part of internet slang and informal communication on social media and messaging platforms. Its popularity among young people reflects the tendency to use shortened expressions for faster and more efficient communication.

As slang is commonly used in everyday communication, social media has become one of the main platforms that enables users to express themselves more freely through relaxed and creative language. Social media refers to internet-based platforms that allow users to communicate, interact, share content, and build social networks. Popular platforms such as Facebook, WhatsApp, YouTube, Instagram, and TikTok enable users to exchange information and ideas with others. Through

these platforms, language variations, including slang, can be easily created, shared, and adopted by different groups of users.

TikTok is a social media platform that is widely used by teenagers and young adults and has become a popular medium for creating and sharing short-form video content (Putra et al., 2024). One example of a content creator on this platform is Emil Mario, who is known through his TikTok account @emilmario69. Based on a preliminary observation, informal expressions and non-standard language can be found in several of his TikTok contents. This phenomenon makes his account an interesting object for sociolinguistic research, particularly in the study of slang usage in social media communication.

Emil Mario is a TikTok content creator who shares various forms of content through his TikTok account @emilmario69. He has attracted a large audience and gained millions of followers on the platform. Based on a preliminary observation, informal expressions and non-standard language can be found in several of his videos and captions. This phenomenon makes his content an interesting subject for sociolinguistic research, particularly in examining the use of slang in social media communication. Furthermore, analyzing the language used in his content may contribute to a better understanding of how slang is used in digital communication.

Slang is chosen as the focus of this study because it represents a form of language variation that is frequently used in informal communication and reflects social identity, creativity, and group membership. TikTok is selected as the research platform because it has become a popular medium where users create and share content using diverse language styles, including slang expressions. This study specifically focuses on captions because captions are written texts that can be systematically observed and analyzed to identify slang words and their functions. Emil Mario's TikTok account is chosen as the object of the study due to his large audience and the presence of informal language in his captions based on preliminary observation. Therefore, analyzing slang words used in Emil Mario's TikTok captions may provide a better understanding of how slang is utilized in social media communication.

1.2 Research Questions

Based on the background of the study above, the research questions are:

1. What types of slang words are found in Emil Mario's TikTok captions based on Allan and Burridge's (2006) classification?
1. What functions of slang words are found in Emil Mario's TikTok captions based on Allan and Burridge's (2006) theory?

1.3 Objectives of the Study

Based on the research question above, the objectives of the study are:

1. To identify and describe the types of slang words used in Emil Mario's TikTok captions based on Allan and Burridge's (2006) classification.
1. To identify and describe the functions of slang words used in Emil Mario's TikTok captions based on Allan and Burridge's (2006) theory.

1.4 Significance of the Study

This study is conducted with theoretical and practical contributions. Theoretically, this study is expected to provide additional information and a clearer understanding of slang in the field of sociolinguistics, especially in explaining how slang functions as a form of language variation that reflects social and cultural identity.

Practically, this research can serve as a useful reference for students, researchers, and readers who are interested in studying slang and its role in social interaction, especially in digital media contexts such as TikTok. It may also help English and linguistics learners recognize how slang is used in everyday communication and understand its impact on modern language use.

1.5 Scope and limitation of the study

The scope of this study is Sociolinguistics, particularly the analysis of slang words used in Emil Mario's TikTok captions. This study focuses on identifying the types and functions of slang based on Allan and Burridge's (2006) theory. The analysis is limited to written language found in TikTok captions as a form of communication on social media. Through this study, the researcher aims to gain a better understanding of how slang is used in digital communication and how it functions within a social context.

The limitation of this study is that it only analyzes slang words found in the captions of Emil Mario's TikTok account. It does not examine other aspects of TikTok content, such as spoken language in videos, visual elements, or comments posted

by followers. In addition, this study focuses on a single TikTok content creator, namely Emil Mario, as the source of the data. Therefore, the findings of this study may not fully represent the overall use of slang on TikTok or other social media platforms.