

CHAPTER I

INTRODUCTION

This chapter consists of five important sub chapters. These five sub chapters are the background of the study, research questions, and objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Language serves as a medium and tool for communication. According to Siahaan, Herman, and Purba (2021), language is a tool used by social beings to connect and interact with one another. In daily life, humans rely on language to express thoughts, share information, and build relationships. This communication can take various forms, including spoken, written, or signed words, as well as symbols, gestures, or sounds.

Communication can be defined as culture in many different ways. It is defined by terms such as “imparting”, “sending”, “transmitting”, or providing information to other people Carey (2009). It means that communication is not only a technical process of exchanging information, but also a cultural process of creating and sharing meaning. Without effective communication, it becomes difficult to understand each other, which can lead to misunderstandings. The way we use language influences how we interact with other people, and that is why it’s important to be aware of the different elements of language that help us communicate clearly. One of these elements is informal language, especially slang which can make conversations more natural and expressive.

According to Hartman and Stork (1972), slang is a type of speech with new and constantly changing words, usually used by young people or certain social groups. Widawski (2015) also describes slang as informal and creative language that goes against standard norms and reflects social identity. Slang is expressive and often carries emotional, cultural, and social meaning. Because it’s catchy and informal, slang is always changing and adjusting to new situations. Slang, which is commonly used by young people, is often spread and popularized through television series, especially in today’s digital age where streaming platforms play

a big role in shaping how people communicate. The use of slang in TV series reflects how language evolves and how it can express identity and strengthen social bonds. These platforms give space for slang to be created, shared, and used in different ways, making TV series an important part of how modern slang grows and changes. Here is an example of slang use in a series, according to Widawski (2015):

“You two in the same car going to make for a long-ass [very long] drive to Jersey”

(Wire, HBO-TV series, 2002)

Based on the example above, slang is naturally used in everyday conversation, especially in informal settings. In this case, the slang term ‘long-ass’ adds humour, reflecting how people often speak in a casual and expressive manner. Such slang plays an important role in communication by adding creativity, expressing attitude, and making dialogue feel more natural and easier to understand. Analysing slang in television series provides insights into how language evolves and how it varies across different communities, age groups, and social contexts. For this reason, the writer is interested in analysing slang in TV series, as it helps to show how informal language functions in everyday conversation, particularly in shaping character personalities and adding humour. This research focuses on the use of slang by the characters in the series *Modern Family*, exploring how slang contributes to their communication.

Modern Family is a successful American comedy that ran from September 23, 2009 to April 8, 2020. The series aired a total of 250 episodes over 11 seasons. The series combines traditional family sitcom elements with today's issues such as LGBTQ+ representation, blended families, and cultural differences, presenting these themes with warmth and humor. Christopher Lloyd and Steven Levitan created the series, which is presented in a "mockumentary" style in which characters speak directly to the camera in confessional-style interviews, heightening the comedic tone and providing personal insights into their thoughts and feelings.

The reason for choosing this topic is that in this series, the characters, especially the younger ones, such as Haley, Luke, and Alex, often use slang in their interactions. Slang enhances the humour and relatability of the characters. Additionally, analysing the types of slang used in this series provides a better understanding of how slang is used in the series and explores the various types of slang used by different characters in the series and by categorizing it will help to see which types are more commonly used by the characters. Furthermore, by identifying the functions of slang, the writer can analyse why characters use slang in different situations, whether for humour, toughness, or other expressions. By analysing the slang words in the Modern Family series, this research will provide an understanding of how slang contributes to the conversations in the series, how people interact and communicate with each other in the series.

1.2 Research Question

Based on the background of study above, there are two question of this research, as follow:

1. What are the types of slang language used in Modern Family TV series?
2. What are the functions of slang language used in Modern Family TV series?

1.3 Objectives of the Study

1. To identify the type of slang language used in Modern Family TV series.
2. To explain the functions of slang language used in Modern Family TV series.

1.4 Significance of the Study

This research has both theoretical and practical significance. Theoretically, this research is expected to contribute to the field of sociolinguistics by exploring how slang is used in television series as part of everyday communication. This study aims to provide an understanding of how slang is used in conversations between characters, showing how they interact and express themselves. Through

this analysis, the study highlights the role of informal language in shaping communication within the context of the series.

Practically, the writer expects this research to help readers comprehensively understand the use of slang in web/TV series and its broad implications for language and society. In other words, the writer hopes that this research can enhance in depth insight into the role of digital media in shaping the evolution of language such as the use of slang in daily communication.

1.5 Scope and Limitation of the Study

The scope of this study is in the field of sociolinguistics which focuses on slang. This study analyzes the types and functions of slang used in the Modern Family series using Maciej Widawski (2015) theory. In this study, the limitation is the episodes of the Modern Family season 11 series and will focus on analyzing the types and function of slang used by 8 characters in the series.