

CHAPTER I

INTRODUCTION

This introduction presents five sub-chapter that consist of the background of the study, research questions, objective of the study, significance of the study, the scope and limitation of the study.

1.1 Background of the Study

Human life cannot be separated from the use of language. Language is a means of communication used by humans in everyday life. Language plays an important role in human life, because without language we cannot communicate with each other. One of the main uses of language is to convey meaning and is also used to create and maintain social relationships (Bernard Spolsky, 1998). In sociolinguistics, language is not only used as a means of communication, but also a reflection of social, cultural and group identities (Holmes, 2013). There are many ways in which language can be used, and the ways in which language is used vary. One of language varieties that can be found in everyday life is slang, where slang is a necessity to adapt to various aspects of society and the influence of social status.

According to Allan & Burridge (2006) slang is an informal language used by a certain group of people, especially teenagers who are in the same environment. Slang is a unique language, the uniqueness of slang lies in the words or phrases that show that slang is different from formal language. Slang refers to words or phrases used by young people and certain groups to replace more general terms (Yule, 2010). Every young generation has new terms that are constantly evolving and adapting to follow trends. Slang allows young people to express themselves more freely and creatively. In addition, slang also helps bridge the gap between peers by creating a shared language that reinforces group identity. One of the main factors influencing the development of slang is the increasing use of social media among young people.

Nowadays, slang is easy to find on social media. Teens used social media as a platform to communicate, exchange content, and build communities (Hutauruk,

B. *et al.*, 2024). As a means of communication, the use of social media has accelerated the emergence of new slang terms that are now part of everyday conversation among the younger generation. In today's digital age, slang offers a practical and adaptive way to effectively convey meaning. By adopting slang, young people can build a sense of community, create closer relationships, and differentiate themselves from other generations or groups of people.

Some people, especially young generations in Indonesia use slang in informal conversations, chats, and social media. One of the younger generations who is currently known to actively use slang in her daily life on social media is Livy Renata. She is one of the young generation and social media influencers who often uses slang actively in her daily interactions, especially on social media. She is a public figure who has an educational background at international school, Bina Nusantara, so it is not uncommon for Livy to use English in her daily life. Her engagement with slang reflects her role in creating authentic communication with her audience. In some social media, we often find that Livy uses slang in conversations with her interlocutors. YouTube is one of the social media platforms used as a communication tool to introduce and popularize slang through its conversations.

YouTube is not only a video-sharing platform, but it is also one of the most dominant social media platforms based on the number of active users, viewer time, and global advertising reach. According to Sianipar (2013) in Marbun et al (2023) YouTube is a database that contains video content and becomes a variety of information sources for its audience. This platform not only acts as entertainment, but also as a medium for education, promotion and inspiration, which makes it very attractive in this digital age. One of the YouTube channels that caught the researcher's attention is "*Tema Indonesia*".

Tema Indonesia Gemilang or commonly called Tema Indonesia is a digital creative production house. Established in July 2020, as a YouTube channel that is now expanding its creativity by making TV *commercials*, *Live Streaming*, *Concert*

Videos, Music Videos, Web Series and all types of video production needed by clients. This diversity of production types shows that *Tema Indonesia* not only focuses on entertainment, but also on commercial, creative and comedic values that are able to attract various audience segments. In *Tema Indonesia*'s Youtube channel, there are several special programs such as *Cuan, Ngawur, Podscandu, Dua Kursi, Gegerrrr, Udah Gede Mau Jadi Apa and Misi Ngawur*. From these programs, *Tema Indonesia* offers a wide range of content, from informative discussions to in-depth discussions that can maintain and expand its audience base.

Slang is an informal language form that develops within certain social groups and is used to create a sense of identity and belonging among its speakers. This research also used a sociolinguistics approach. A sociolinguistic approach is essential in studying slang. Sociolinguistics examines the relationship between language and society, highlighting how social factors can influence language use. Research on the use of slang by public figures like Livy Renata is still relatively rare. While previous studies, such as Fera (2022), have examined slang in fictional contexts such as movies. As a public figure who has a great influence among the younger generation, analyzing slang can provide an opportunity for researcher to further explore and understand the slang based on its type and function.

Based on the phenomenon above, the writer is interested in analyzing slang used by Livy Renata as a guest star in selected podcast videos on the *Tema Indonesia* YouTube channel. The reason of choose the topic is slang is important, because from it, the writer can knew the use of slang, how to communicate formally and informally, and identify the culture, professions, and people's lives and to enrich utterances about slang in social media, especially on YouTube. The slang is analyzed using a sociolinguistic approach based on (Holmes, 2013). Then, the researcher aims to reveal and uncover slang types used by Livy Renata in *Tema Indonesia* YouTube channel. Furthermore, the writer classified slang based on its types and functions that appear in conversations on the YouTube channels.

1.2 Research Questions

Referring to the background of this study, two research questions were formulated:

1. What are the types of slang used by Livy Renata in her conversations on the *Tema Indonesia* YouTube channel?
2. What are the functions of slang used by Livy Renata in her conversations on the *Tema Indonesia* YouTube channel?

1.3 Objectives of the Study

Referring to the statements of the research questions, it can be seen that the objectives of this study are:

1. To identify the types of slang used by Livy Renata based on Allan & Burridge (2006).
2. To identify the functions of slang used by Livy Renata in her conversations on *Tema Indonesia* YouTube Channel.

1.4 Significance of the Study

This study is expected to contribute to the development of linguistics, especially sociolinguistics, both theoretically and practically. Theoretically, this study is expected to increase knowledge in the field of language, namely to enrich English vocabulary, especially about slang on digital platform such as YouTube and is useful for readers in understanding the types of slang words. As well as being able to use the language of young people that is good and right.

Practically, the writer hopes this research can help readers develop a better understanding of how slang is used. In addition, the writer hopes that this research can be a valuable reference for future researchers who are interested in conducting research on the similar topics or developing research in different fields.

1.5 Scope and Limitation of the Study

The scope of this research is sociolinguistics, focuses on the discussion of the theory of slang. Limiting the discussion to types of slang and its functions. In addition, the study limits its analysis on slang employed by *Livy Renata* in *Tema Indonesia* YouTube channel, particularly in the *Gegerrr* and *Ngawur* episodes with hosts *Rigen Rakelna* and *Indra Jegel*, which were published in 2022.