

CHAPTER I

INTRODUCTION

This chapter has five points related to the introduction, including the background of the research, statement of the problem, research objectives, research significance, and definition of key terms.

1.1 Background of Problems

Hallyu or Korean Wave is a term that describes the phenomenon of the spread of Korean pop culture in the form of drama series, films, and Korean pop music throughout the world (Fauziah, 2015: 3). In pop music, Korean singers and musicians have a unique characteristic that is mostly formed in groups or often referred to as boy groups and girl groups with energetic dance performances and charming visuals that attracts the attention of the global community, especially teenagers. So that among these fields, the one that gets the most attention is Korean pop music (K-pop). Generally, K-Pop is spread through videos uploaded to Youtube, introducing boy and girl groups that can gain popularity worldwide. The phenomenon then occurs with the increasing number of K-pop fans worldwide.

Most K-pop fans are very active on social media. Usually, they have a special forum that allows them to share anything about their favorite K-pop idol through their fanbases, such as information on the latest schedule of their idol activities, posts from idols' official accounts, translations, recent photos, and others. One social media that is quite popular among K-pop fans is Twitter. K-pop fans use Twitter as a medium for them to socialize with each other and exchange information about their idols.

Rezeki et al. (2020) said that Twitter is relatively easy to use to make friends with other users. Twitter has a characteristic where they only provide 280 characters in writing so that the message is dense. The difference with other social media, such as Instagram, is that Instagram focuses on how to upload content in the form of photos or videos, and there is a feature called "Instagram Stories," which functions as short messages in the form of pictures or videos that are less than 15 seconds long. Meanwhile, Twitter has focused on uploading its content in the form of text; an example of a popular term in this application is "Tweet," which means uploading a

specific short message that can be "Retweeted" if we want to forward the message to our followers, and also anyone can "reply" so that it can create an open discussion forum. In addition, Twitter also has a "Top Trending" feature, which is a feature that makes it easy for users to see what topics are the most popular and most frequently tweeted by users. K-pop fans commonly use this feature to create a hashtag related to their idol to become a trending topic on Twitter; an example is #Kpop, #BTS, and #NCT. Also, there they can easily interact with each other.

Moreover, due to the worldwide popularity of K-pop, their fans are widely spread all over the world, so that the fans can communicate with people in different languages, language variations, and accents on social media. One language variation is slang. K-pop fans commonly use slang when communicating with each other on social media. Slang words are generally popular in our daily lives, mainly in informal conversations and on social media. Yule (2016: 516) describes that slang is a word or phrase used instead of more everyday terms among younger speakers and other groups with special interests. It can be a single word, phrase, or sentence outside standard usage and may consist of new words, phrases, and sentences that can carry new meanings or old words, phrases, and sentences with new meanings.

One of the Twitter accounts, @theseoulstory, an account that facilitates the latest news and information about Korean entertainment. Currently, the account has thousands of followers, and most of their followers are K-pop fans. They always provide the latest daily updates and gets reactions from its followers, such as comments and likes. Many K-Pop fans in the comment's column reacted to @theseoulstory's tweet by using slang words. Thus, the writer is interested in conducting this research with the aim of finding out the types and functions of slang words used by K-Pop fans on Twitter.

There are some previous studies related to this topic, some of them are as follows:

The research was conducted by Wahib (2020) with the title "An Analysis of Slang Words Used by Game Community on Comments of Shroud's YouTube Channel." This study discussed the use and the functions of slang words by the game-

lover community in the comment column of the Shroud YouTube channel. As for the results of his research, it was found that the types of slang words used in the comments column of the YouTube Shroud channel were fresh and creative, flippant, imitative, acronym, and clipping. There are 12 Fresh and Creative, 7 Flippant, 15 Imitative, 37 Acronyms, and 29 Clipping slang words. In addition, the researcher also found the function of the use of slang words; there were nine slang words to convey messages, 57 slang words to make the conversation more relaxed, 22 slang words to show an impression, six slang words to ridicule, and six slang words to show anger.

Another researcher is Panjaitan (2017), entitled “An Analysis of Slang Language in Zootopia Movie.” Her research aims to identify how slang language is represented in that movie. The researcher used this movie to know whether a fictional movie produced slang language or not, as another movie did. This research focused on the types of slang and the Function of slang used in the subject. The result was found that there were 16 data collected based on theories of slang. There were 14 data containing society slang based on Partridge’s theory and five data categorized based on Eble’s theory. Most slang language used by people in daily life is society slang. The researcher also found ten functions of slang words uttered by the characters in the movie. The emotion of friendliness and informality was the most significant reason people produced slang.

Saputra & Marlina (2019), with their research entitled “An Analysis Of Slang Words Used By Instagram Account Plesbol.” This study intended to determine the types and purposes of slang words used by Plesbol Instagram users. The result of the research was from the data collected with a total of 498 data; nine types of slang words were found. There are clipping (16.15%), blending (27.43%), clipping (3.89%), compounding (27.71%), prefixation (0.13%), reduplicative (7.52%), reversed form (0.27%), variation (10.16%), and word manufacture and fanciful formation (6.68%). Compounding dominates with 27.71% of data.

(Hardika (2014) his research title is “Code Mixing in Ridwan Kamil’s Twitter Account”. This research was conducted to discuss code mixing in Ridwan Kamil’s Twitter account. With the research question statement, Mahardika has made, namely:

(1) in what language levels does the code-mixing in Ridwan Kamil's Twitter account occur? (2) what kind of code-mixing is in Ridwan Kamil's Twitter account? Then, the researcher found the groups of code mixing in Ridwan Kamil's Twitter account in language levels; Syntax, Morphology, Phonology, and Semantics consisting in this research. Also, the researcher found the types of code mixing in Ridwan Kamil's Twitter account, such as insertion, alternation, and congruent lexicalization.

Fajriyah (2014) research entitled "Male and Female Taboo Language on Twitter" was conducted to discover the use of taboo language on Twitter, especially to know the kinds of taboo language and the differences between male and female taboo language on Twitter. This researcher used the theory by Allan to know the kinds of taboo language and used the frequency to find out the differences in the use of taboo language by males and females. As a result, 18 words were found to be a dysphemistic taboo language, which occurred in 694 tweets, while two were regarded as a euphemism, which happened in 9 tweets on Twitter. Besides, males used more taboo language (in total data 410 males) to show masculinity, aggressive, and toughness. On other hand, females (293 data) used taboo language because they were emotional and expressive. Therefore, if there were something made them emotional, it would appear spontaneously.

Meinawati et al. (2021), with their research title "Abbreviation Used by Indonesian K-Pop Fans on Twitter," proposed to get information on abbreviation usage in the Twitter application. And were found four types of abbreviations used in Twitter communication: clipping, blending, acronym, and initial. Using abbreviations can help people carry out simple conversations, such as informal communication.

In short, there are differences and similarities from the previous studies related above. The similarities point of this research on the use of theories such as; Sociolinguistic approach, the purpose in finding the types and functions of slang, and the data were taken from Twitter. At the same time, the difference from previous studies with this research is the object and time span. The object of this research is slang words that obtained in the reply and quoted tweets of @theseoulstory's post from 11th until 14th August 2022.

1.2 Statements of Problem

Kpop fans commonly communicate with each other on social media, especially Twitter, and they often use slang words in their conversations. Based on the description above, the researcher formulates the problem as follows:

1. What types of slang words are used by K-pop fans on Twitter?
2. What functions of slang words are used by K-pop fans on Twitter?

1.3 Research Objectives

Based on the research problems above, the objective of this study is:

1. To find out the types of slang words by K-pop fans on Twitter.
2. To analyse the functions of slang words used by K-pop fans on Twitter.

1.4 Research Significances

The result of this study is expected to give both theoretical and practical benefits as follows:

1. Theoretically

This study's result is expected to contribute significantly to the development of linguistics, especially in sociolinguistics and language variation; slang words.

2. Practically

The result of this study can provide readers with a good understanding of linguistics in sociolinguistics and the use of slang words. The author also hopes to motivate readers and other researchers to investigate further.

1.5 Definition of Key Terms

Key terms are taken from the words contained in the research title. The following key terms are provided to make it easier for readers to comprehend this research's problem and avoid misunderstandings. Therefore, the author has an explanation of the key terms that need to be explained, as follows:

1. Slang

Slang is one of a variety of languages that can be found or heard in our daily lives. Literally, according to the Oxford dictionary, slang can be interpreted as very

informal words and expressions that are more common in spoken language, especially used by a particular group of people, for example, children, criminals, soldiers, etc. In a social community, there are several different groups, which means there are differences in the communication style in each of these groups.

2. Twitter

Twitter is a website owned and operated by Twitter Inc., which was formed in March 2006 by Jack Dorsey. Twitter is widely used among the most popular media social media users worldwide. Twitter is a site that provides online microblogging services that allow users to share content that initially, users could only use 140 characters, but has doubled to 280 characters in 2017 (Dorsey, 2020).

3. K-pop

K-Pop, or Korean Pop, is a type of music from South Korea as part of Korean culture (Kim, 2017: 4). K-Pop is dominated by idol groups, such as boy groups and girl groups, consisting of multiple members who are given standardized training by entertainment companies in South Korea, with each member performing a specific role, such as; vocalist, dancer, rapper, and leader of the group. The captivating visual image of beautiful young men and women performing tightly choreographed dances is one of the vital elements of K-Pop performances on stage.