# CHAPTER I

# INTRODUCTION

## 1.1 Background of the Research

Social media is used in human communication in order to share and create ideas, information, opinion, and others. In a news article Statista "number of social media users worldwide from 2010 to 2021" (2018) states that the active users of social media around the world in 2017 is around 2,77 billion or 71% and it will grow day by day. Instagram is one of the most popular social media that is used by 700 million active users in 2017. It is also stated in article Later "the Best time to post on Instagram in 2018" (2018) shows that people tend to use their Instagram in Wednesday and Thursday. Also, Instagram is used to edit and share photos as well as videos with any caption.

The language variation that is used by the active users of Instagram can be different from the other users. This variation can be found in word choice in any purpose. The language variation which is used by the active users can be slang, jargon, and also swear word. Since slang is more popular, therefore slang is the word choice which is often used by the active users in Instagram.

According to Eric Partridge (1954, p.1), slang is known as a language that is used by urban people and also used in public to communicate with others and it will grow because slang is a part of human phenomena. Slang is one of the type of non-standard language that is popular in young people and adult conversation. It is commonly used in talking with friends, families, and in public places because they also shows their ideas, feelings, and attitudes in slang.

Warschauer (cited in Basmah I, 2011, p.197) states that the internet has also proven to be a medium for written communication in dialects and languages that previously were used principally for oral communication. Internet makes the communication becomes easy. People tend to use internet to contact their friends. They choose the informal language in order to be close with their friends. therefore, the language variation which is usually used in spoken, now it is also used in written.

Generally, the language which is used in Instagram is more informal than the other social media, for example e-mail. The development of informal communication is conducted in written form which is mediated by technology such as smartphones and social media platforms (Eisenstein, O'Connor, Smith, and P. Xing 2014, p.1). Many people often use slang in their Instagram caption and also gives comment to other users' posts. Therefore, public figures especially rappers get huge comments from their followers in Instagram.

According to Forbes in 2017, the rappers Drake, Snoop Dog, and Wiz Khalifa have the most Instagram followers. Chetia (2015, p.43), states that men is more acceptable in using slang in any social media because slang is used to establish their dominance in society. Most of the rappers' followers who use slang in commenting their posts are male.

Some users use slang only to show that they are clever, up-to-date, hip and funny. Others, consciously or not, use slang because of its expressiveness, brevity or humor. This case is argued by Widawski (2015, p.7) some people do not really

understand the meaning of slang exactly. It is because speaker uses slang on purpose in order to show the different meaning.

Hoey M in Guzel A, et al (2017, p.76) says that slang has contribution in enriching language. In this case, slang is used in a short of representation of dynamism of language and symbol of human freedom in creating language. Instead, slang is an interesting phenomena to be analyzed. Therefore, the writer is interested to study about slang in Rappers' Instagram comments. In this research, the writer focuses on three rappers' Instagram. They are Drake, Snoop Dog and Wiz Khalifa. According to Forbes in 2017, they have the most Instagram Followers. The data are taken from the male followers' comments in rappers' Instagram in January 2018. For example:

**swamdom @champagnepapi bruh** all of your pictures are lit.

The comment above is posted by a follower to Drake's photo in Instagram. **Bruh** is not found in Oxford Dictionary (2010). According to Urban Dictionary (2015), **bruh** means big brother. Therefore, **bruh** is categorized as slang. **Bruh** is used by African American males to greet one another or to greet big brother. In this case, the follower uses **bruh** to greet the rapper Drake. The follower's comment means that the photos which have been posted by the rapper are amazing.

According to Eric Partridge (1954,p.159), public house type of slang is the main, genial, cheery, materialistic, but it is not gross or cynical. The use of **bruh** by the follower is aimed to show his respect to Drake because as mention above, **bruh** means big brother. Therefore, Drake is considered as a big brother by the

follower. The respect is the other form of geniality. Since it shows the geniality of the follower who comments Drake's photo. Then, the writer categorizes **bruh** as public house type of slang.

The writer assumes that the follower's comment in Drake's photo is aimed to express his appreciation to Drake and to keep the social relationship in good repair with Drake. As explained by Geoffrey Leech (1981. p.40), expressive function is to express feeling and attitude. Pathic function is to keep the communication lines open and to keep the social relationships in good repair. In this case, the follower uses **bruh** is to express his attitudes toward the rapper. As mention above, he considers the rapper as his big brother. Besides, he also tries to keep the social relationship in good repair with Drake.

There are many previous studies about slang that have been analyzed before. In this case, the data are taken from the comments in rappers' Instagram. The writer applies Eric Partridge's theory to analyze the types of slang and Geoffrey Leech's theory to study the functions of language. Therefore, the title of this study is *"Slang in Rappers' Instagram Comments"*.

**1.2 Research Questions**

Slang is something that belongs to certain group and may be not everyone really knows and understands about the meaning. In this research, the writer focuses on two research questions. They are:

1. What are the types of slang based on its meaning in rappers' Instagram comments?

2. What are the functions of slang found in rappers' Instagram comments?

### 1.3 Objective of The Research

Dealing with the identification of the problems above, there are two purposes of this research:

1. This research aims to identify the types of slang based on its meaning in rappers' Instagram comments.

2. This research is aims to study about the functions of slang as found in rappers' Instagram comments.

### 1.4 Scope of the Research

In sociolinguistics, there are several kinds of language variation that occurs in language phenomenon. In this research, the writer focuses on slang since slang becomes more popular now, especially in social media for example in Instagram. According to Forbes in 2017, the rappers Drake, Snoop Dog, and Wiz Khalifa have the most Instagram followers. Therefore the writer takes the data from their Instagram. Usually, slang is used by men in daily conversation because slang is more acceptable for men in their dominance in the society. The writer only focuses on slang that is used by male followers of rappers in January 2018 in order to describe the types and functions of slang.

### 1.5 Method of the Research

The writer uses several steps in doing this research. They are collecting the data, analyzing the data, and presenting the result of analysis. In collecting the data, the writer identifies the use of slang in rappers' Instagram comments. The rappers are Drake, Snoop Dog, and Wiz Khalifa. There are more than 2000 comments from one post of each rappers. The comments are written by the

rappers' followers in Instagram. The writer is open each posts of the rappers on Wednesday and Thursday in January 2018. Then, the writer identifies each comments which indicate as slang. After that, the writer takes the screenshot of the comments that indicate as slang, then rewrites the slang as found on rappers' Instagram comments.

After doing the data collection, the writer does the analysis of the data. In analyzing the data, the writer uses Eric Partridge's theory in order to describe the types of slang. Partridge is written his book in 1954 which entitled *Slang Today and Yesterday*. He groups slang into 24 types of slang. Geoffrey Leech's theory (1981) is also used to study the functions of slang that is found on rappers' Instagram comments.

The last step is presenting the result of analysis. The result of analysis is presented descriptively. The writer describes each data based on the theory. The table is also used in presenting the result of analysis. The use of table aims to make the results more clear.